

IDEATION PHASE

Define the Problem Statements

DATE	4 November 2023
TEAM ID	NM2023TMID02611
PROJECT NAME	How To Build a Website Using Canva

Project Statement:

Creating a website in Canva may not be the most conventional approach, as Canva is primarily a graphic design tool. However, you can use Canva to design various elements for your website, such as graphics, logos, banners, and more. Here are some problem statements for which you can use Canva to design elements for your website:

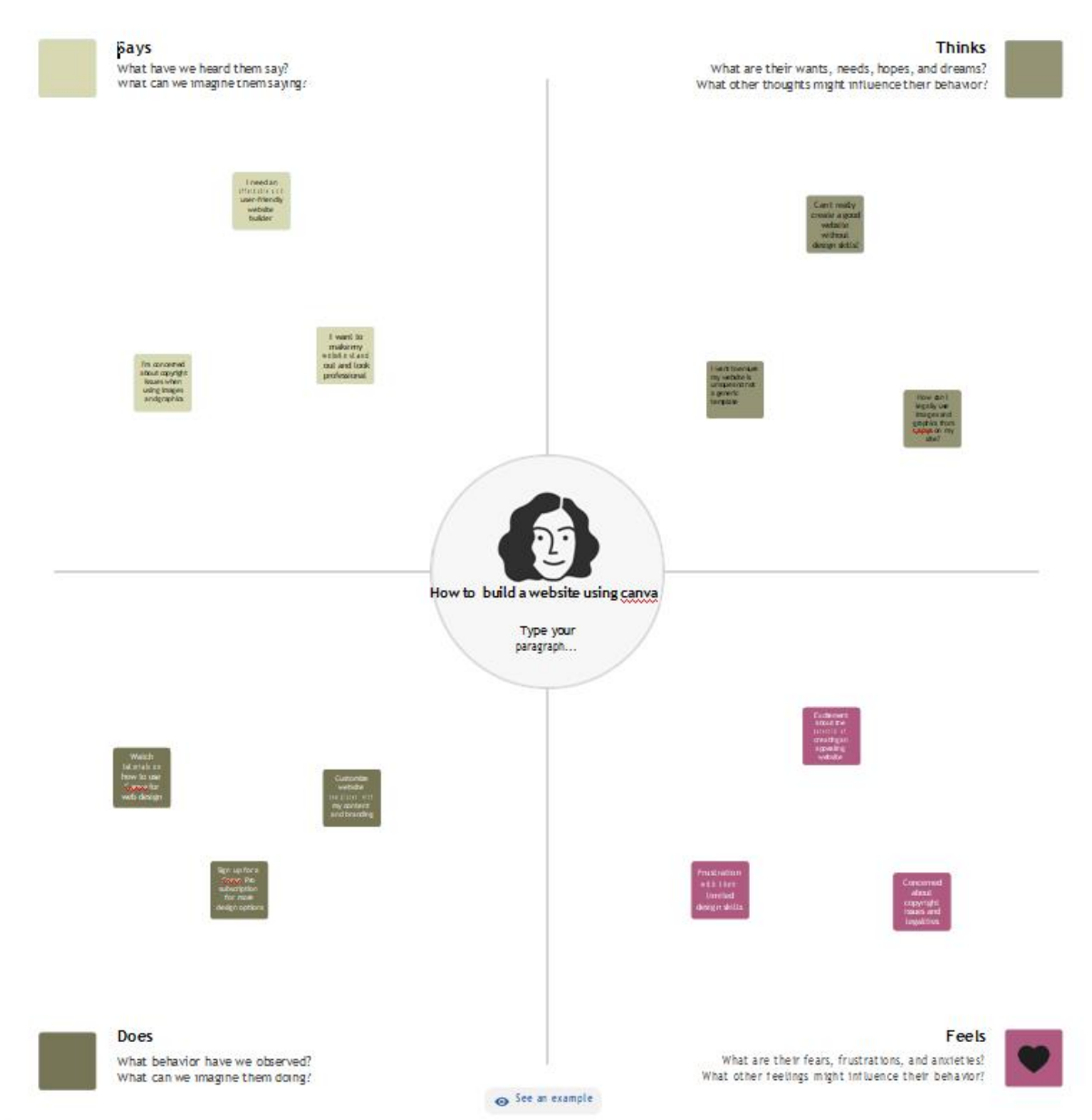
- 1. Design a visually appealing website banner:** Use Canva to create an eye-catching and engaging banner for your website's homepage that represents your brand or content.
- 2. Create a professional logo:** Design a unique and professional logo for your website using Canva's logo maker.
- 3. Design custom social media icons:** Customize social media icons that match your website's branding and design theme.
- 4. Create engaging infographics:** Use Canva to design informative and visually appealing infographics to include on your website to explain complex concepts or data.
- 5. Design unique buttons and call-to-action elements:** Create customized buttons and call-to-action elements that are in line with your website's design and branding.
- 6. Generate stylish typography for your website:** Use Canva to select and customize fonts that best suit your website's aesthetic.
- 7. Design custom illustrations and graphics:** Create unique graphics and illustrations to enhance the visual appeal of your website's content.
- 8. Generate templates for blog post featured images:** Design consistent and attractive templates for featured images for your blog posts or articles.
- 9. Customize social media sharing images:** Design images optimized for social media sharing to attract more traffic to your website.
- 10. Create printable materials for download:** If your website offers downloadable resources, use Canva to design visually appealing PDFs or other downloadable materials.
- 11. Develop custom email newsletter templates:** Use Canva to design email templates that match your website's branding for email marketing campaigns.

Remember that while Canva is an excellent tool for creating graphics and design elements, you would typically need a website builder or developer to implement these elements into your actual website. Canva can help you design the visual assets that can be integrated into your website's layout and content.

Empathy & Discover

EMPATHY MAP CANVAS:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes. It is a useful tool to help teams better understand & their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.




BRAINSTORM & IDEA PRIORITIZATION

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.




Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template



Brainstorm & idea prioritization


Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A


Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) 

Step-2: Brainstorm, Idea Listing and Grouping

[illegible]

Step-3: Idea Prioritization

I all be on the same page about what's important
Place your ideas on this grid to determine which
int and which are feasible.

TIP
Participants can use their
cursors to move all where
they want to start on the
grid. The facilitator can
confirm this and by using
the same pattern holding the
key on the segment.

Left to do

Right to do

What to do

What to do

22



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

**A Share the mural**

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**B Export the mural**

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your office.

Keep moving forward

**Strategy blueprint**

Define the components of a new idea or strategy.

[Open the template →](#)

**Customer experience journey map**

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

**Share template feedback**