PROJECT DESIGN PHASE-II

Determine The Requirements

Date	4 November 2023
Team ID	NM2023TMID02611
Project Name	Building A Website Using Canva

Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Add an activity that your customer does for each phase				
Customer Actions	Add a touchpoint for each phase (example: website, email, social media, etc.)				
Customer Actions	interested, hesitant	curious, excited	excited	frustrated	satisfied, happy
Customer Actions	Add a pain point your customer has for each phase				
Customer Actions	Add a solution for each phase				

Requirement Analysis

A. Functional Requirements:

| FR No.	Functional Requirement	Sub Requirement (Story/SubTask)
FR-1	Minimum steps to make a purchase.	Website makes it easier for the user to purchase whatever they need to buy.
FR-2	Mobile-friendliness.	They don't need to visit our store
FR-3	Shipping & payment systems integration.	Makes the payment easier in one tap
FR-4	Live chat.	Live chatting helps us to understand user's need.
FR-5	Unique, recognizable design.	It allows them to choose various designs easily.

B. Non-functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	Availability	The web system must be available when needed.
NFR-2	Scalability	The system must be able to scale up or down as needed.
NFR-3	Reliability	Specifies the probability of the software performing without failure for a specific number of users or amount of time.
NFR-4	Security	User data and uploaded contents should be encrypted to protect against unauthorized access.
NFR-5	Privacy	Website should adhere to privacy regulations and maintain user privacy by protecting sensitive user data.

Flow Charts:


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Home Page → Products Page → Features Page → Customer Testimonials
                                                      ↓
Purchase Page ← Pricing Page ← Plans Page
     ↓
Customer make a purchase?
     ├─ Yes → Thank You Page
     └─ No → Exit intent popup with discount
```
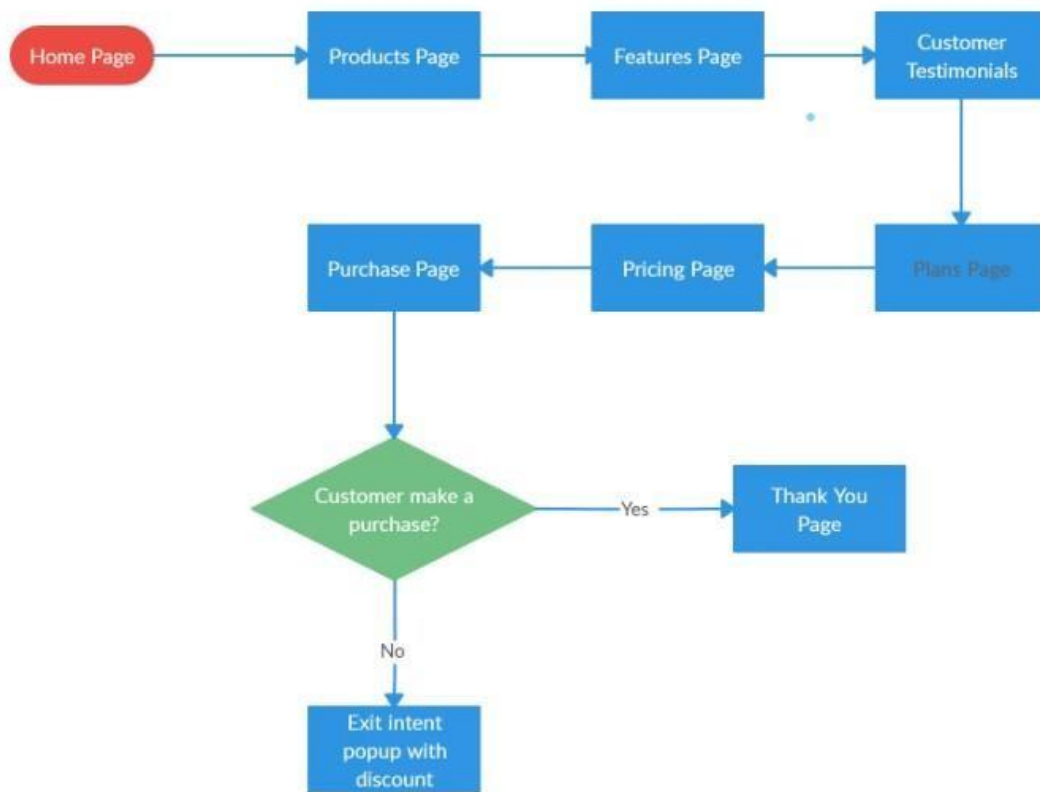
Technical Architecture

- Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website.
- Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills.
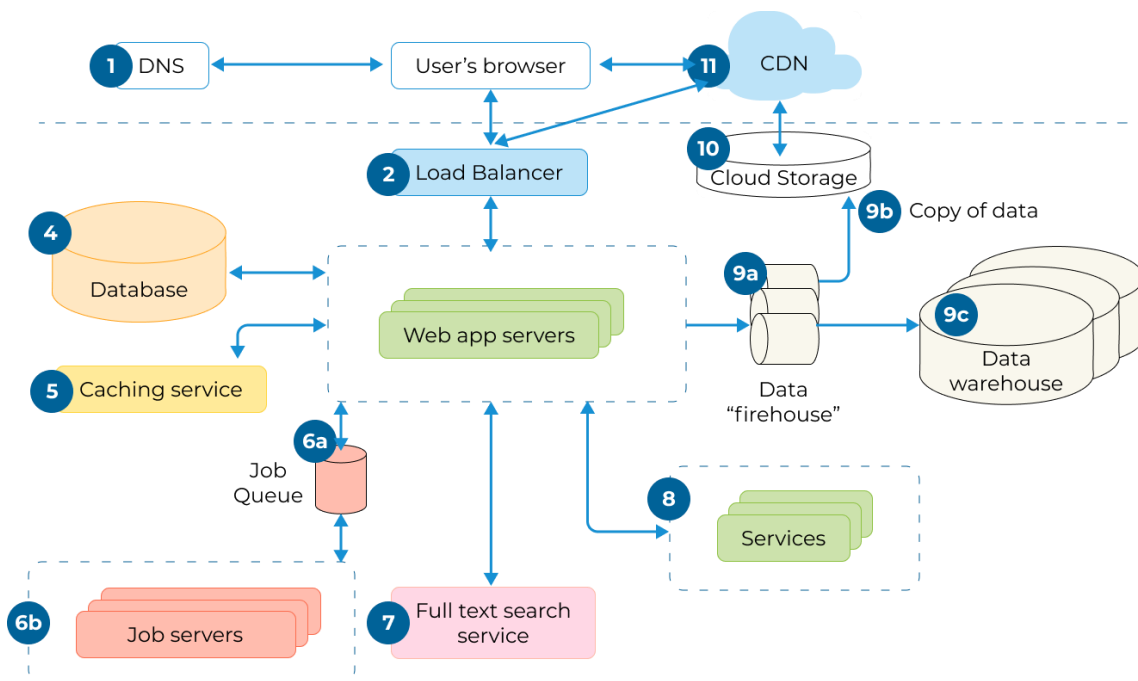
OPEN SOURCE FRAMES

ExportDesigns: Exportthedesignsfrom   Canvaintheappropriateformats(e.g.,PNG,JPEG)thatcanbe used on a website.

WebsiteDevelopment: Chooseawebdevelopmentframeworkorplatformtobuildyourwebsite.Some popular options include:

WordPress: YoucanuseWordPressasacontentmanagementsystem(CMS)andcustomizeyour website using themes and plugins. You can upload the design elements you created in Canva to your WordPress site.

HTML/CSS: Ifyouwantmorecontroloveryourwebsite'sdesign,youcanuseHTMLandCSSto   build   it from scratch or with the help of a front-end framework like Bootstrap.

React, Angular, or Vue.js: If youprefer a more dynamic and interactive website, you can use JavaScriptframeworkslikeReact,Angular,orVue.jsforbuildingyoursiteandintegratingyourCanva designs.

Integrate Canva Designs: Insert the design elements you exported from Canva into your website's   code orCMSasneeded.Thiscanbedonebyaddingimages,backgrounds,orothervisualassetstoyoursite's HTML and CSS.

ResponsiveDesign: Ensurethatyourwebsite'sdesignisresponsive,meaningitadaptswelltovarious screen sizes and devices.

TestingandOptimization: Testyourwebsiteondifferentbrowsersanddevicestoensureitworksand looks as expected. Optimize your site's performance for a better user experience.

LaunchandMaintenance: Onceyourwebsiteisready,youcanlaunchit.Remembertoregularlyupdate and maintain your site as needed.
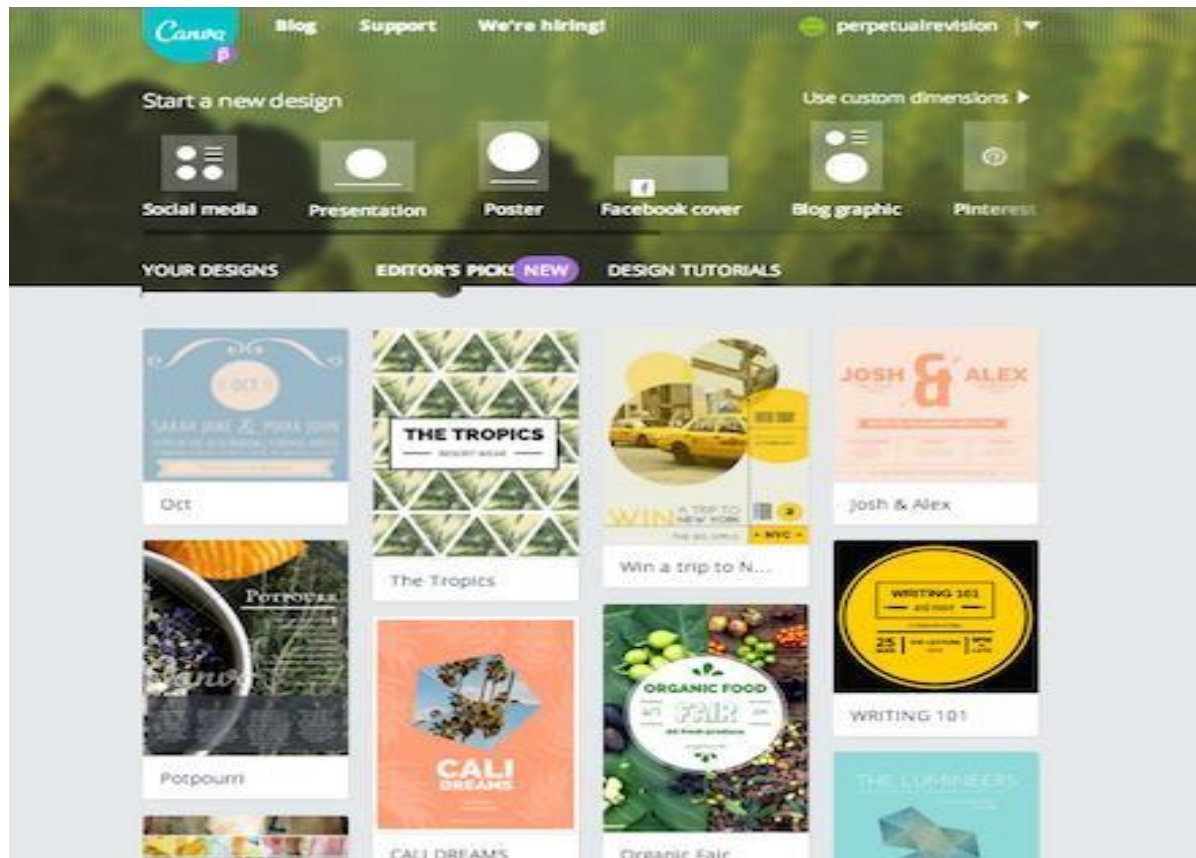
THIRD PARTY API'S

If Canva has since released a public API that allows for website building or broader integration with its services, I recommend visiting the official Canva API documentation or contacting their support to get the most up-to-date information on their API offerings and capabilities.

In the absence of a Canva API that supports website building, you might consider using Canva as a design tool to create images, graphics, and other visual content for your website and then manually integrating these designs into your website using web development tools and frameworks.

If you're looking to build a website and want to incorporate design elements similar to what Canva offers, you can consider using other web design platforms or website builders that have more extensive APIs and integrations available, such as WordPress with various plugins, or website builders like Wix, Weebly, or Squarespace that offer APIs and integration capabilities for customizing and enhancing your website.
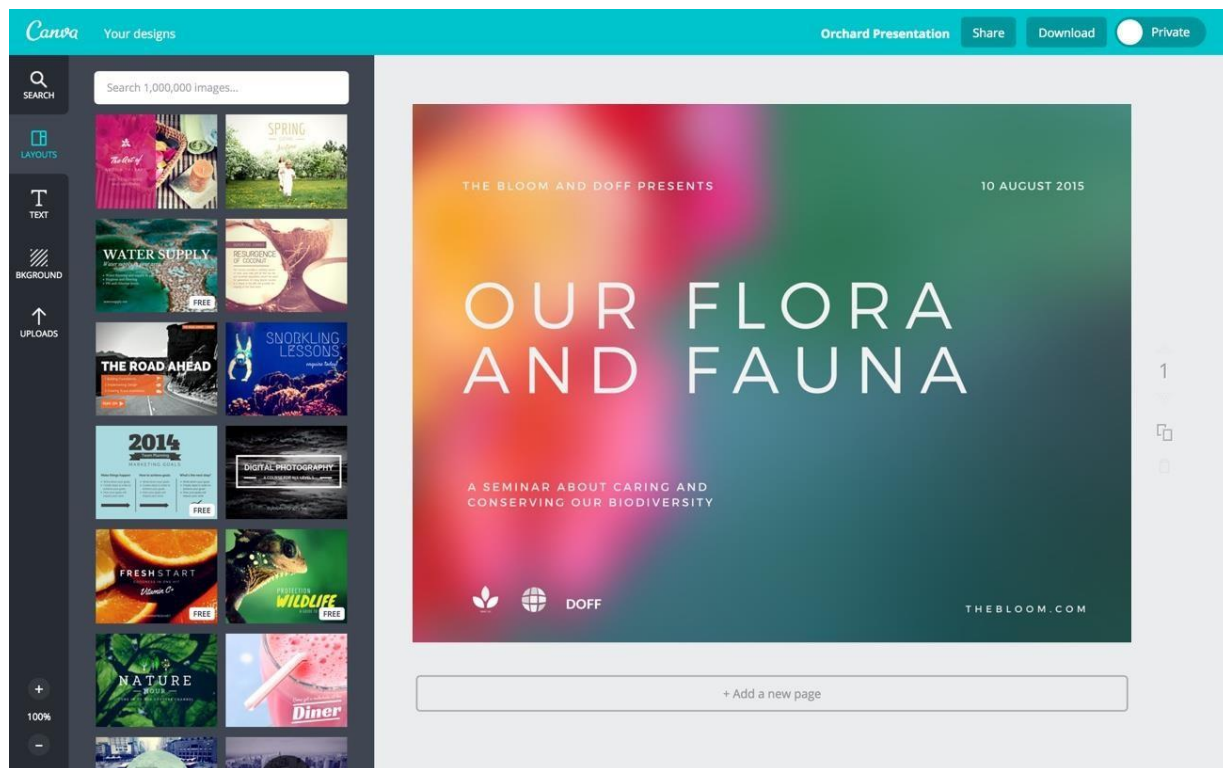
CLOUD DEPLOYMENT

1.Design Creation in Canva:

Start by designing the graphics and visuals for your website in Canva. This includes creating images, banners, logos, icons, and other elements that will be used on your website.

2.Website Platform Choice:

Select a website building platform or content management system (CMS) to host and build your website. Popular options include WordPress, Wix, Squarespace, and many others.

3.Canva Export:

After designing your graphics in Canva, export them in the appropriate formats for web use. Common formats include JPEG, PNG, and SVG. Make sure the images are optimized for web display to ensure faster loading times.

4.Hosting:

Choose a web hosting provider that suits your needs. Hosting options range from free options like GitHub Pages to paid hosting services like Bluehost or SiteGround.

5.Domain Name:

Purchase a domain name that reflects your website's content or brand. Domain registrars like GoDaddy or Namecheap can help you secure a domain.

6.Website Building:

Use the website building platform to create the structure and layout of your website. You can typically customize templates, add pages, and configure the site's navigation.

7.Content Integration:

Incorporate the Canva graphics and visuals into your website. Depending on the platform, you may upload the images directly, use embed codes, or link to them from a CDN (Content Delivery Network) for faster loading.

8.Testing and Debugging:

Thoroughly test your website on different browsers and devices to ensure it functions as expected. Address any issues that arise during testing.

9.Launch:

Once you're satisfied with your website, you can publish it. Ensure that your domain name is properly connected to your hosting.

10.Promotion and Marketing:

After launching your website, promote it through various online channels such as social media, email marketing, and other digital marketing strategies.