

Project Design Phase-I
Proposed Solution

Date	4 November 2023
Team ID	NM2023TMID02700
Project Name	Building a website using Canva

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The absence of a website can hinder businesses and individuals from reaching their full online potential. Without a website, businesses lack a digital storefront, limiting their visibility and accessibility to potential customers. It hampers online credibility, making it challenging to establish trust with the audience. Moreover, the absence of a website restricts opportunities for online sales, marketing, and communication, hindering growth and competitiveness in the digital age.
2.	Idea / Solution description	In building a website, meticulous planning and creativity are paramount. First, define the purpose and target audience. Choose a user-friendly platform and design a visually appealing layout. Integrate essential features like navigation menus and contact forms. Focus on responsive design for seamless access on various devices. Test functionality, optimize for speed, and ensure engaging content to captivate visitors. Regular updates and user feedback are key for continuous improvement and a successful online presence.
3.	Novelty / Uniqueness	Creating a unique website involves innovative design, distinctive content, and interactive features that set it apart from competitors. Incorporating novel elements, such as creative user interfaces, personalized user experiences, or groundbreaking technologies like AI integration, enhances user engagement. Unique branding, original multimedia content, and tailored functionalities make the website memorable, leaving a lasting impression on visitors.
4.	Social Impact / Customer Satisfaction	Incorporating social impact into website development involves creating inclusive, accessible platforms that empower marginalized communities and promote social causes. Prioritizing customer satisfaction entails user-friendly interfaces, personalized experiences, and responsive customer support, ensuring trust and loyalty. By merging these approaches, websites

		become catalysts for positive change, fostering meaningful connections and driving social initiatives that benefit society.
5.	Business Model (Revenue Model)	Using Canva, a user-friendly design tool, businesses can create visually appealing websites cost-effectively. The freemium model offers basic features for free, allowing businesses to design their sites without hefty expenses. Premium subscriptions provide access to advanced design elements, enhancing website aesthetics, and driving engagement, making it an ideal choice for budget-conscious entrepreneurs.
6.	Scalability of the solution	Building a website with Canva offers scalability through its intuitive interface and diverse templates. As a cloud-based platform, it accommodates growing needs seamlessly, allowing easy expansion of the site's design and content. Whether starting small or scaling up, businesses can efficiently adapt their websites, ensuring a flexible and scalable solution for their online presence.