Canva
ROADMAP
CASE STUDY

Timeline
(Inception and market expansion in 2013)

- Enhanced Simplicity & Smoother Learning Experience
- Unified Design Hub & Efficiency-Boosting Tools
- Content Variety & Personalized User Experience
- Advanced Analytics & Data-Powered Personalization

Q1 2013

- Streamlined Onboarding
- Centralized Design Dashboard
- Preferences Setup and Basic Customization Option
- Social Media Performance Insights

Q3 2013

- In-App Tutorials and Help Center
- Cross-Tool Integration
- Auto-Fill and Quick-Apply Options for Repeated Elements
- Behavioral Insights & Personalized Recommendations

Q1 2014

- Personalized Learning Suggestions
- Workflow Optimization Tools
- Expanded Template Customization and Dynamic Default Settings
- Personalized Tool Suggestions & Enhanced Performance Tracking

Q3 2014

- Real-Time Assistance and Tooltips
- Batch Actions and Workflow Automation
- Advanced User-Driven Content Suggestions and Feedback Integration

Streamlined Onboarding

	User Activity	Steps	Outcome
Guided Walkthrough for New Users	New user completes an onboarding prompt, triggering the embedded platform tutorial.	1 User creates an account and begins the onboarding process. 2 An intro screen explains the purpose of the walkthrough. 3 Context-sensitive tutorial tours through essential tools and features. 4 A summary screen highlights what the user has learned and encourages exploration.	
Progress Tracker for Onboarding	Users track their onboarding progress, motivating them to complete the process.	1 Progress tracker appears once the onboarding begins. 2 Visual milestones (e.g., "33% Complete") show progress as users move through sections. 3 Prompts encourage users to keep going as they progress. 4 The tracker shows 100% complete, with a message celebrating the milestone.	Users feel comfortable with the interface and have a clear understanding of the key features, reducing initial confusion. Users are motivated to complete onboarding, as visual feedback increases engagement and satisfaction.

In-App Tutorials and Help Center

	User Activity	Steps	Outcome
Video Tutorials and FAQs in Help Center	Users access video tutorials and FAQs to understand how to use specific tools.	1 User clicks on the Help Center icon in the dashboard. 2 User chooses a relevant video tutorial or FAQ for guidance. 3 User watches the video or reads the FAQ to understand each usage. 4 User goes back to their project with new knowledge.	Provides self-service learning, reducing support requests and enhancing user confidence in using the platform.
Quick-Start Guides for Popular Tasks	Users consult quick-start guides to complete common design tasks quickly.	1 User opens a quick-start guide from the Help Center. 2 Guide provides simple steps for tasks like creating a social media post or flyer. 3 User completes the task while referring to the guide. 4 User saves their design, confident they followed best practices.	Users can complete common tasks more efficiently, boosting overall satisfaction with the platform.

Personalized Learning Suggestions

	User Activity	Steps	Outcome
Feature Recommendations Based on User Activity	Users receive feature suggestions based on their design activity.	1 Platform analyzes user behavior (e.g., frequently used tools). 2 Suggestions pop up, introduce tools related to user activity. 3 User explores a new tool the suggested feature. 4 User integrates the feature into their regular workflow if helpful.	Users discover tools they may not have known, enhancing their design options and expanding their creative options.
Tutorial Prompts for Advanced Features	Users receive tutorial prompts to explore advanced features for the first time.	1 User clicks on an advanced feature (e.g., custom gradients or animations). 2 A brief tutorial prompt appears, explaining how to use the feature. 3 User follows the prompt's instructions to try out the feature. 4 User applies the advanced feature confidently to their design.	Users learn to use advanced features efficiently, reducing frustration.

Real-Time Assistance and Tooltips

	User Activity	Steps	Outcome
Contextual Tooltips for Commonly Used Tools	Users receive contextual tooltips when hovering over tools.	1 User hovers over a tool (e.g., text editing or image resizing). 2 A tooltip appears with a brief description of the tool's function. 3 User explores the suggested use of the tool. 4 User moves forward with their work with a better understanding of the tool's use.	Users gain instant knowledge about tools, improving their confidence and efficiency without leaving their workspace.
Keyboard Shortcut Prompts	Users see keyboard shortcuts for frequently used tools (e.g., copy, paste, or undo).	1 User clicks on a frequently used tool (e.g., copy, paste, or undo). 2 Tooltip shows the keyboard shortcut for that action. 3 User tries the shortcut, realizing it saves time. 4 User continues to use shortcuts, making their workflow faster.	Users become more efficient as they learn shortcuts, reducing time spent on repetitive actions and enhancing productivity.

Centralized Design Dashboard

	User Activity	Steps	Outcome
Unified Dashboard Access	Users access a centralized dashboard that displays all tools and assets upon login.	1 User logs in and is directed to the new unified dashboard. 2 User sees all tools organized in sections (e.g., Templates, Media, Text, Shapes). 3 User quickly finds tools without switching screens, thanks to grouping and search. 4 User starts their project from the dashboard, with easy access to all required tools.	Users experience a more organized workflow, reducing time spent searching for tools and can design tools, resulting in a smoother task to their projects.
Asset Library Integration	Users access all design assets (images, fonts, icons) directly within the dashboard.	1 User opens the asset library from the dashboard. 2 User explores categories like "Images," "Icons," and "Fonts" for easy navigation. 3 User drags desired assets into their design workspace directly from the library. 4 User edits the assets (resize, recolor) within the design, without switching tabs.	Effective customer acquisition in new locations.

Cross-Tool Integration

	User Activity	Steps	Outcome
Template Compatibility Across Formats	Users apply a single template across different formats (e.g., social media, presentations) without recreating the design.	1 User picks a template suited on their initial format (e.g., Instagram post). 2 A prompt offers options to resize the templates for other formats (e.g., Facebook post, presentation). 3 User previews the resized templates and makes minor adjustments if necessary. 4 User saves on guidelines the designs in multiple formats seamlessly.	Users save time by applying designs across multiple formats, avoiding repetitive work and maintaining workflow efficiency.
Cross-Tool Editing Capabilities	Users switch between design tools (e.g., image editing and layout) without the same workspace.	1 User begins designing with one tool, like adding text to a graphic. 2 User clicks to switch tools, like opening the image editor, without leaving the workspace. 3 User makes adjustments to images, text, or shapes in an integrated flow. 4 User finishes the design using multiple tools within the same space.	Users can use multiple editing functions in a single workspace, minimizing disruptions and boosting efficiency.

Workflow Optimization Tools

	User Activity	Steps	Outcome
Auto-Save and Version Control	Users work on designs without worrying about it being progress, thanks to auto-save and version control features.	1 User begins working on their design as the auto-save feature activates. 2 Design changes are saved at intervals without user intervention. 3 User can access version history to view and restore previous versions if needed. 4 User makes changes knowing they can revert to earlier versions.	Users gain peace of mind with auto-save and version control, enhancing confidence in using the platform and reducing the risk of data loss.
Drag-and-Drop Tool Functionality	Users move design elements within the workspace using simple drag-and-drop functionality.	1 User selects an image, text box, or shape within the design. 2 User drags the element to the desired location in the workspace. 3 The element snaps to a grid or guide, ensuring alignment. 4 User releases the element and makes minor adjustments if necessary.	Users can quickly arrange elements with intuitive drag-and-drop functionality, improving design precision and speed.

Batch Actions and Workflow Automation

	User Activity	Steps	Outcome
Batch Export in Multiple Formats	Users export a design in multiple formats (e.g., PNG, JPG, PDF) in one step.	1 User finishes their design and is ready to export. 2 User chooses the batch export feature from the export menu. 3 User selects multiple formats for export, such as PNG, JPG, and PDF. 4 The design is exported in all selected formats with one click.	Users save time by exporting designs in multiple formats at once, making it convenient for multi-channel distribution.
Customizable Shortcuts for Frequent Actions	Users perform frequent actions like copy, paste, and alignment using customizable keyboard shortcuts.	1 User opens shortcuts in customize shortcuts for frequent actions. 2 User assigns or modifies shortcuts for actions like alignment or copy-pasting. 3 User tries out the new shortcuts while designing. 4 Shortcuts become a natural part of the workflow, increasing speed.	Users work more efficiently with personalized shortcuts, reducing repetitive actions and enhancing productivity.

Preferences Setup and Basic Customization Option

	User Activity	Steps	Outcome
Set Up Default Color Schemes, Fonts, and Layouts	Users save a consistent style across design options, leading to manually select colors, fonts, and layouts each time.	1 Navigate to the Preferences section in account settings. 2 Select preferred color palettes, fonts, and layout options. 3 Save these settings as default for future designs. 4 Confirm the preferences to ensure they apply to new projects.	Saves time by automatically applying preferred styles, ensuring brand consistency and a cohesive look across designs.
Save Commonly Used Text Blocks (Taglines, Contact Info)	Users frequently need to add the same text to multiple designs and want a faster way to do this.	1 Go to the "Saved Text Elements" section in preferences. 2 Enter commonly used text, such as a tagline or company contact info. 3 Save each entry for future use. 4 Enable quick insert option to add these text blocks into designs with one click.	Reduces manual entry, making it faster and more efficient, especially for repetitive tasks.

Auto-Fill and Quick-Apply Options for Repeated Elements

	User Activity	Steps	Outcome
Auto-Fill Saved Text Elements (OrgName, Contact Details)	Users need to eliminate repetitive text entry, especially for recurring elements.	1 Begin a new design by selecting a template 2 Notice that saved text elements, like organization names, are pre-filled in relevant fields. 3 Review auto-filled content for accuracy. 4 Make adjustments if needed, finalizing the details.	Speeds up the setup process, ensuring relevant details are added consistently and accurately.
Quick-Apply Toggle for Preferences on New Projects	Users want a consistent experience when starting the each new project	1 Access the toggle options in preferences to activate "Quick-Apply" for new designs. 2 Create a new project and notice preferred colors, fonts, and layouts are already applied. 3 Confirm those settings or adjust as needed. 4 Save the design with minimal setup.	Streamlines the design process, making it more automated and aligned with preferences, enhancing productivity.

Expanded Template Customization and Dynamic Default Settings

	User Activity	Steps	Outcome
Assign Favorite Templates as Default Options	Users want quick access to frequently used templates within their workflow.	1 Navigate to templates and mark preferred templates as "Favorites." 2 For specific templates, as defaults for certain designs (e.g., social media posts). 3 Start a new project where the selected default templates loads automatically. 4 Make any necessary final adjustments to match specific content requirements.	Reduces search time, allowing users to start with preferred templates instantly.
Define Dynamic Settings for Specific Content Types	Users need adaptable styling options tailored to different design types.	1 Set up preferences and select content types (e.g., social media, presentations). 2 Customize default colors, fonts, and layouts for each content type. 3 Start a project with these tailored settings automatically applied. 4 Make any necessary final adjustments to match specific content requirements.	Enhances flexibility, letting users apply tailored settings for specific content types, streamlining content creation.

Advanced User-Driven Content Suggestions and Feedback Integration

	User Activity	Steps	Outcome
User Feedback Loop for Template Suggestions	Users want to request relevant templates to keep up with their evolving needs.	1 Access a feedback form in the platform's settings or template section. 2 Submit suggestions for new templates or features based on specific needs. 3 Participate in surveys to provide input on template improvements. 4 Check for templates released in response to user feedback.	Builds a responsive platform that evolves with user needs, improving satisfaction and engagement.
Personalized Content Suggestions Based on User Behavior	Users desire tailored recommendations that match their evolving design preferences.	1 Complete design over time, which collects into the system of commonly used templates and styles. 2 View personalized content suggestions based on previous designs. 3 Select a recommended template or style, saving time on searching. 4 Customize the template for the specific project.	Reduces search time, promoting exploration of recommendations based on user habits and preferences, enhancing uniformity, and user experience.

Social Media Performance Insights

	User Activity	Steps	Outcome
Social Media Performance Insights	Users want to understand the impact of their Canva designs and need analytics to make more engaging content.	1 Publish a social media design directly from Canva. 2 Access the new "Performance Insights" section in the design management menu like likes, shares, and comments. 3 Analyze data on reach and audience interaction to evaluate design effectiveness. 4 Adjust future designs based on insights to improve social media engagement.	Provides users with valuable insights, allowing them to refine their designs and achieve more effective designs for social media.
Design Trends Dashboard	User a want to stay updated with current design trends to ensure their designs feel fresh and relevant.	1 Use the "Trends" dashboard within Canva to explore popular design styles and themes. 2 Browse trending colors, layouts, and templates curated based on current trends. 3 Select a trending template to start a new project. 4 Customize the design-data alligning with popular styles.	Helps users stay current, making it easier to design with confidence that their designs will interest viewers.

Behavioral Insights & Personalized Recommendations

	User Activity	Steps	Outcome
Behavioral Insights	Regularly use templates or effectively customize designs, but struggle to develop a sense of uniqueness	1 Canva's backend algorithm tracks how users interact with templates, including which templates are used most frequently and how they are customized. 2 Based on this data, the system identifies patterns in user behavior, such as common edits made to specific templates. 3 Canva uses these insights to refine its template recommendations, ensuring that the most relevant and popular templates are suggested to users. 4 Canva continuously updates its algorithms to adapt to changing user behaviors and preferences, ensuring that the platform remains responsive to user needs.	Helps users save time, ensures a consistent and high-quality design experience, and keeps the platform aligned with current trends.
Personalized Template Recommendations	Users want tailored suggestions that match their unique style and save time on searching.	1 Users is also prompted with new templates that combine the overall insights of previous successful projects. 2 As they continue to use Canva, the algorithm becomes more accurate, refining its recommendations to better align with individual user preferences. 3 Canva suggests templates that combine the overall insights of previous successful projects. 4 As they continue to use Canva, the algorithm becomes more accurate, refining its recommendations to better align with individual user preferences.	Increases design efficiency and satisfaction by reducing the time spent on searching, while also encouraging creativity.

Personalized Tool Suggestions & Enhanced Performance Tracking

	User Activity	Steps	Outcome
Personalized Tool Suggestions	Users seek relevant, helpful tool suggestions that improve design quality and streamline the process.	1 Begin working on a design and receive recommendations for tools and features tailored to their design type (e.g., adding animations for presentations). 2 Access recommended tools that align with the user's preferences and frequent design habits. 3 Experiment with suggested tools, like text or image effects, to improve design quality. 4 Incorporate the recommendations into the design, enhancing visual impact with minimal effort.	Boosts user productivity by suggesting tools that enhance the design experience, tailored to each user's specific project needs.
Advanced Performance Tracking Across Projects	Users want to track and analyze the performance of various projects, helping them identify successful design elements.	1 Access a comprehensive performance dashboard that aggregates insights from multiple Canva made projects. 2 Review data on the effectiveness of each project, such as engagement metrics or design reach. 3 Identify trends and patterns, helping users to refine their design strategies. 4 Apply insights to improve future designs, creating a data-informed approach to content creation.	Provides a high-level view of performance, helping users to refine their design strategy based on data-driven insights.