Canva

COMPETITVE ANALYSIS

CHALLENGE OF ACCESSIBLE DESIGN

PERSONA 1: Employees, Small Business Owners, and Entrepreneurs:
Mentioned segment of working professionals consistently needs visuals for branding/marketing, business **presentations,** promotional **posters**, and similar purposes. This user segment lacks the heavy budget necessary to invest in expensive design software or to consistently hire costly graphic artists for their work.

PERSONA 2: Content Creators and Influencers:
Content creators regularly produce influential **social media graphics** for platforms like Instagram and YouTube. This user segment needs a way to create visually appealing content to engage with their audience.

PERSONA 3: Students and Educators:
Students and educators regularly need tools to create **presentations**, reports, and educational materials. They demand a platform that is accessible, simple to use, and cost-effective while still delivering high-quality results for academic work.

PERSONA 4: Nonprofits and Community Organizations:
Nonprofits and community organizations often operate with limited budgets and rely on effective outreach and engagement materials like **posters**, flyers, **social media graphics**, and newsletters to raise awareness, fundraise, and promote their causes.

The most common overlapping needs across all four personas can be narrowed down to these three major requirements:
1. Presentations
2. Posters
3. Graphics for Social Media

During the period of Inception of Canva in 2013:

COMPETITORS IN PRESENTATIONS:

1. VISME (Launched 2013)
2. Prezi (Founded 2009)
3. Google Slides (Launched 2006)
4. PowerPoint

COMPETITORS IN POSTORS:

1. Piktochart (Launched 2011)
2. Fotor (Launched 2012)
3. Adobe Spark (Launched 2015)
4. Crello (Launcher 2016)

COMPETITORS IN GRAPHICS:

1. Stencil (Launched 2010)
2. Snappa (Launched 2015)
3. Pablo by Buffer (Launched 2014)
4. Adobe Suite

Appendix: prioritizing presentations for accessibility across personas

COMPETITORS IN PRESENTATIONS: Visme, Prezi, Google Slides, PowerPoint

On a broad spectrum, these competitors address the common problem of making presentation tools accessible and affordable for users. Each tackles this challenge in its own distinct way to meet every day needs, whether for work, education, or outreach.

At Canva, we have adopted a different approach by prioritizing the specific needs of our target personas. While competitors such as **PowerPoint** and **Google Slides** focus on providing general-purpose tools for a wide range of users, and platforms like **Prezi** and **Visme** emphasize dynamic, multimedia-rich designs, we focus on empowering users such as small business owners, students, and nonprofits to create professional presentations seamlessly and efficiently.

This focus allows us to address their most pressing needs with unmatched clarity and simplicity. By streamlining workflows and offering features tailored to each persona—such as ready-to-use templates for specific industries, collaborative tools for educators, and cost-effective solutions for nonprofits—we differentiate ourselves from the competition.

These competitors often emphasize being comprehensive solutions for multiple design formats:
- **PowerPoint**: Dominates with robust features for advanced users but can overwhelm beginners.
- **Google Slides**: Prioritizes collaboration but lacks advanced customization options.
- **Prezi**: Specializes in dynamic, nonlinear storytelling but can have a steep learning curve.
- **Visme**: Combines presentations with graphic design tools but may lack the simplicity some users prefer.

While these visions appeal to broader audiences, they often risk losing focus on specific user segments and their unique challenges.

In contrast, **we** specialize and excel in one of the most frequently required design formats: **Presentations**. We position ourselves as the ideal platform for small business owners, students, and nonprofits by focusing on **ease of use, affordability, and accessibility.**
For:
- **Small businesses** can create polished pitch decks without needing professional designers.
- **Students** can deliver impactful academic presentations with minimal effort.
- **Nonprofits** can design compelling outreach materials even with limited resources.

This targeted approach allows us to align closely with our users' goals and deliver a tailored experience, ensuring we provide **deep value for a defined audience** rather than attempting to be a one-size-fits-all solution.
By starting laser-focused on **Presentations**, we aim to address the unmet needs left by our competitors, carving out a niche as the go-to tool for these specific personas.

User Personas

1. Canva:
- **Age Groups**: Predominantly used by younger demographics, with 53% of users aged 18-34. The largest segment is 25-34 years old, followed by 18-24 years old.
- **Gender**: More female users (59.59% female)
- **Usage:** Popular among individuals, small businesses, and enterprises for creating graphics, presentations, social media posts, etc.

2. Visme:
- **Age Groups**: Similar to Canva, Visme targets creative professionals and educators who need to create visually appealing content.
- **Usage:** Used for infographics, presentations, and other visual content creation.

3. Prezi:
- **Age Groups**: Appeals to educators and business professionals who prefer dynamic and interactive presentations.
- **Usage**: Known for its zooming user interface, making it popular in educational and corporate settings.

4. Google Slides:
- **Age Groups**: Broad usage across various demographics due to its integration with Google Workspace.
- **Usage**: Used widely in educational institutions and businesses for collaborative presentations.

5. PowerPoint:
- **Age Groups:** Used by a wide range of age groups due to their longstanding presence in the market.
- **Usage:** A staple in business and educational settings for creating traditional slide presentations.

Market Size Estimation

1. Canva:
- User Base: Estimated 185 million users worldwide in 2024.
- Revenue: $2 billion in annual revenue as of 2023.
- Valuation: Valued at $40 billion in 2024.

Growing Trend

The presentation software market is expected to grow significantly, reaching USD 24 billion by 2036, driven by remote work trends and the demand for visual content. Canva's rapid growth suggests it is capturing a significant portion of this expanding market with a potential to extend into posters and graphic work as well

In conclusion, while there is some overlap in target users—particularly among younger demographics for Canva, Visme, and Prezi—each tool has unique strengths catering to different professional needs. The market size varies greatly among these competitors, with Canva leading in user base growth and valuation.

Canva as compared to competitors:

Pros:
- **User-Friendly Interface**: Intuitive drag-and-drop design.
- **Templates**: Extensive library of professional templates.
- **Collaboration**: Real-time collaboration features.
- **Multi-Purpose**: Versatile for presentations, social media graphics, marketing materials, etc.
- **Cloud-Based**: Accessible from anywhere with internet access.
- **Affordable**: Free tier with many features; Pro version is reasonably priced.

Cons:
- **Limited Customization**: Advanced users may find it less flexible.
- **Not Ideal for Complex Designs**: Lacks advanced design tools for detailed or intricate work.
- **Internet Dependence**: Requires an internet connection for full functionality.

Feature	Canva	Visme	Prezi	Google Slides	PowerPoint	Fotor	Adobe Suite
Ease of Use	High	Medium	Medium	High	Medium	High	Low
Cost	Low	Medium	Medium	Free	Medium-High	Low	High
Templates	Excellent	Good	Basic	Basic	Basic	Basic	Limited
Customization	Medium	High	Medium	Low	High	Low	Excellent
Use Cases	Versatile	Presentations	Presentations	Presentations	Presentations	Photo Editing	Advanced Design
Collaboration	Excellent	Good	Limited	Excellent	Limited	N/A	Limited

Feature/ Category	Canva	Visme	Prezi	Google Slides	PowerPoint	Fotor	Adobe Suite
Market Reach and share	Over 190 million monthly active users globally and 46.61% market share.	Popular among small to mid-sized businesses and educators. 18.6million users worldwide with 1% market share.	Favored by professionals and educators for dynamic ppts. It has 100 million users globally with 5.05 market share.	Over 800 million monthly active users and has 1.71% market share in presentation category	A standard in professional settings worldwide with 23.78% market share. There is no estimate on user numbers	Popular for quick photo editing and design. Has 40 million monthly active users and market share % are not publicly available	Industry standard among professional designers. Has 26 million users and 42% market share.
Product Variety	Offers presentations, social media graphics, marketing materials, and more.	Focuses on presentations, infographics, and reports.	Specializes in dynamic, non-linear presentations.	Primarily for slide-based presentations.	Concise and themed presentation software with extensive features.	Photo editing and basic graphic design.	Comprehensive suite for graphic design, video editing, and more.
Custom and edit Options	Extensive templates with drag-and-drop interface; AI-powered design tools.	Offers customizable templates with interactive content options.	Provides unique zoomable canvas for dynamic presentations.	Basic customization with collaborative features.	Advanced customization with a wide range of features.	Basic templates with limited customize and edit options.	Highly customizable with professional-grade tools.
Marketing Tools	Includes social media schedulers and brand kits.	Provides analytics and lead generation tools.	Limited marketing tools; focuses on presentations.	Integrates with Google Workspace for collaboration.	Offers various add-ins for marketing purposes.	Primarily for photo editing; lacks marketing tools.	Comprehensive tools for marketing and design.
User Experience	User-friendly with intuitive drag-and-drop interface.	Offers a range of features with a moderate learning curve.	Steeper learning curve due to unique interface.	Simple interface; easy for collaboration.	Familiar interface; widely used in professional settings.	Easy to use for basic editing tasks.	Complex interface suited for professionals.
Pricing Strategy	Free plan available; Pro plan at $13/month; Teams plan increased to $500/year due to AI features.	Free plan with limited features; paid plans start at $15/month.	Free plan with basic features; paid plans start at $5/month.	Free with a Google account.	Part of Microsoft Office Suite; pricing varies.	Free with in-app purchases.	Subscription-based; pricing varies by application.

APPENDIX

		PRESENTATIONS	POSTERS	GRAPHICS
Business, Entrepreneur	**PERSONA 1**	HIGH	LOW	MEDIUM
Content Creators	**PERSONA 2**	MEDIUM	LOW	HIGH
Students, Teachers	**PERSONA 3**	HIGH	LOW	LOW
Non-profits	**PERSONA 4**	MEDIUM	HIGH	HIGH
	IMPACT	8.5	6	7

LOW	**1.0-3.0**
MEDIUM	**4.0-7.0**
HIGH	**8.0-10.0**

Feasibility considerations are made based on the complexity and resources required for implementation

PRESENTATION: Standardized templates and frameworks make this relatively straightforward **(8.5,9)**
POSTERS: Flexible and easy-to-design templates exist **(6,8)**
GRAPHIC: Requires platform-specific templates **(7,6)**

Prioritization (scatter plot: Impact vs Feasibility)