



E-Commerce Business Evaluation

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Bellevue College,
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General Business Information: Canva

Canva is an e-commerce business that was founded in Australia by Melanie Perkins, Cliff Obrecht, and Cameron Adams. The business was launched in 2013 by providing digital products that included templates and infographic.

In the first year, Canva had more than 750,000 users, and during the year of 2016-17 their revenue went from A\$6.8M to A\$25.5M, and in the following year, 2018, their profit went to A\$40M. As of September 2021, Canva's valuation reached to \$40B and has 7,724 employees. In 2023 Canva was named as #1 Best Workplace for Innovators by fast company, which makes it as leading platform for design and visual content creation.

Canva operates as an online SaaS business (software-as-a-service), which provides freemium business model, as it offers basic set of design tools and templates at no cost and offers paid subscription option that enables an excess for more advanced features. Users of Canva platform can design presentations, social-media graphics, posters, infographics, videos, and other content-creating materials. In addition, Canva's users are able to utilize platform through website and app for iOS, Android, Windows, and Mac.

Their main target market includes professionals, businesses, educators, and content-creators. The platform's innovation and user-friendly interface gives opportunity for both beginners and design-professionals to create visual appealing presentations, documents, and videos.





Website

Layout: ★★★★★

User-friendly layout, well organized, visual appealing. Search bar is located in the center, and sample of the content is located lower, which is particularly useful for individuals who may be uncertain about what they are specifically looking for, as it can generate ideas and inspiration.

Navigation: ★★★★★

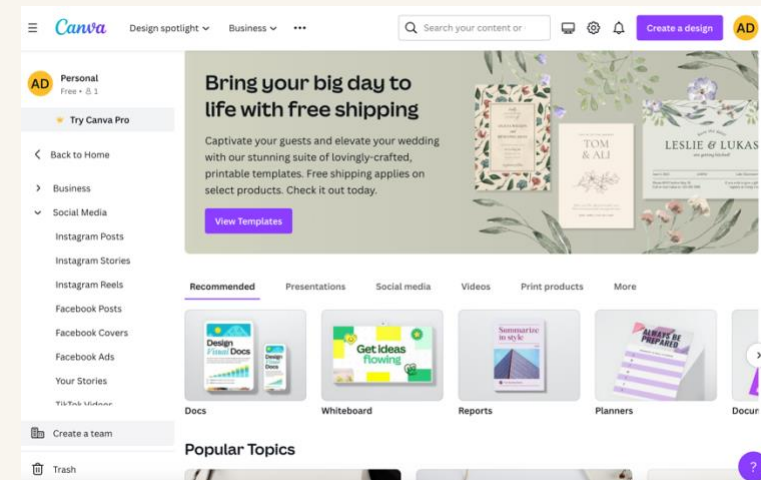
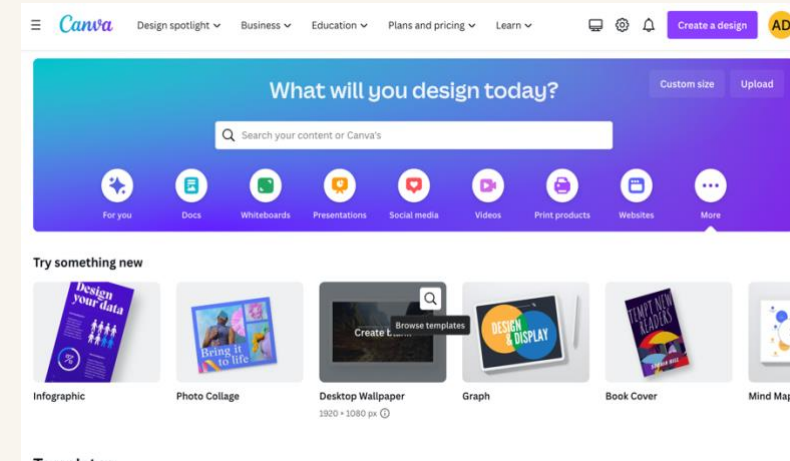
Website is created with a simple language, so users are not overwhelmed with terminology, the search bar is located in the center, the help bar is located at the right bottom corner, which is common for most of websites, and easy to find. User profile could be accessed from left or right top corners.

Color scheme: ★★★★★

Light background, which makes other objects to contrast and easier to view. The color transition from blue to purple gives adds a touch of innovation and creativity, contributing to the overall vibe of website.

Overall: ★★★★★

I am considered as one of the Canva user, and personally enjoy utilizing their features over than other platforms due to its user-friendly interface, learning videos, and accessibility to free templates for my projects.





Product Categorization: ★★★★★

Product categorization is well organized under the main fields, such as visual documents, photos and videos, print, and marketing. From the main fields, it is easier to navigate to a specific product category such as video editor, cards, QR Code Generator, etc.

Search: ★★★★★

Search for the product could be done via search bar or accessing the categories from the Home page.

Discoverability of product: ★★★★★

Easy to find in several locations of the platform. Trending, new, and similar templates that user used before are located on the home page.

Product Details: ★★★★★

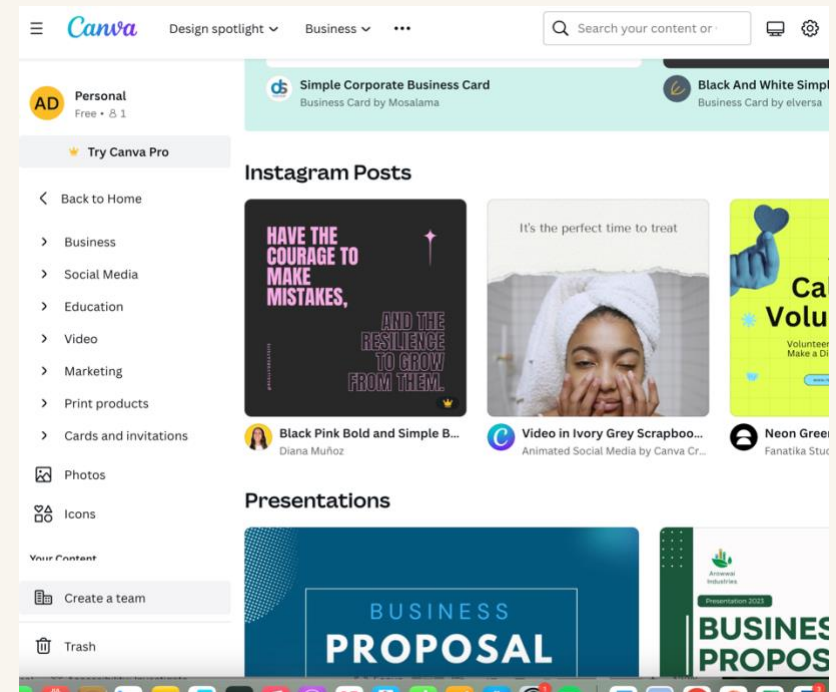
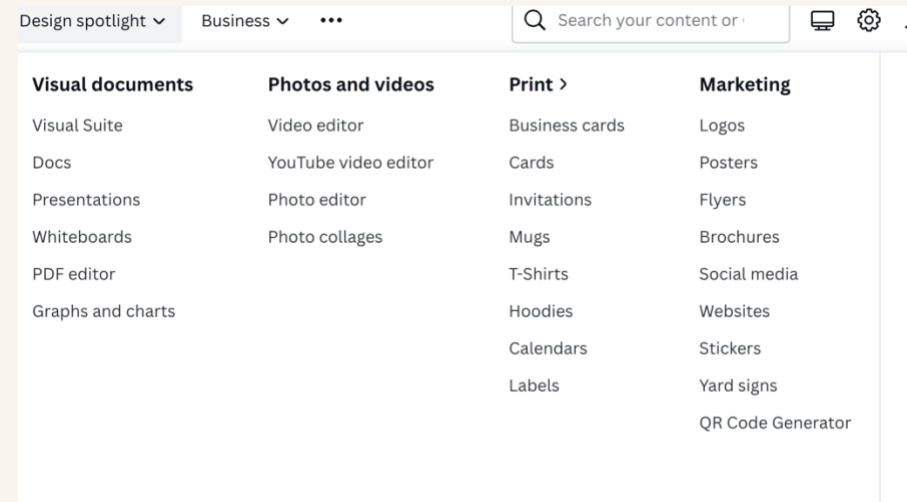
Product details could be found from the categories, and if there are several pages for the product it will show all pages by just dragging the mouse on the template.

Review and buying incentives: ★★★★★

Canva offers variety of free templates for subscribers, however, there are limitation for additional design features that requires to subscribe for Pro (Individual) or Teams plans.

Shopping cart process and platform: ★★★★★

Easy access to purchased items, which also allows to search for an item by category, payment method, invoice number, and days after purchase.





Payment options: ★★★★★

Canva accepts PayPal, Sofort (Germany), Credit or debit card, Canva credits, iDeal (Netherlands).

Examples of content marketing: ★★★★★

One of the examples of content marketing is through social media. Canva is high promoted on Instagram by representing short videos of utilizing Canva's features.

Quality of customers experience: ★★★★★

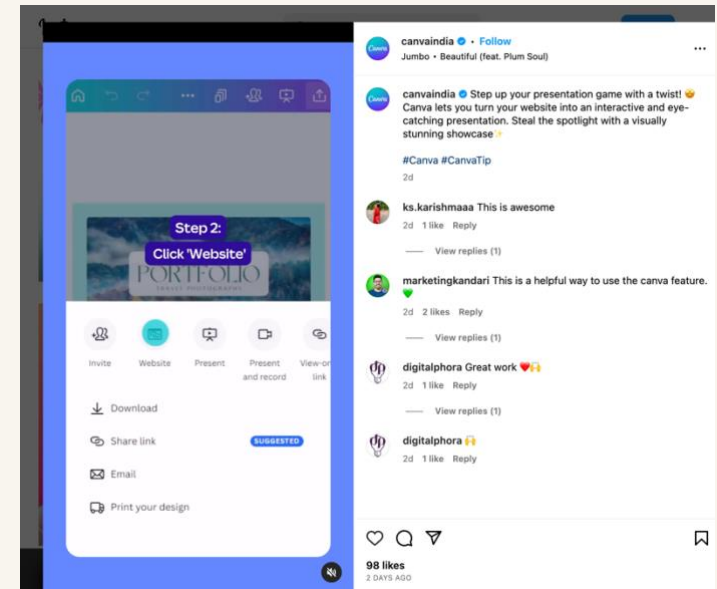
Customer's testimonials are provided with the message about how they were able to utilize Canva's features.

Security in purchase products: ★★★★★

User is required to subscribe to have access to the products, and could have an access to additional features after Pro or Teams subscription. Customer service is available and helpful to maintain any issues.

Shipping information: ★★★★★

Digital products are available right after subscription is processed, or free products could be easily downloaded to user's device. Print products are offered with free shipping.





Mobile App

Available features on the app: ★★★★★

Users have access to all products after subscription, which is same as on website.

Navigation and product discoverability: ★★★★★

App is user-friendly navigate and product discovery is similar to website.

Product details: ★★★★★

Product details presented only by photos, no description added, which gives an idea that app would be downloaded by consistent users.

Reviews and incentives: ★★★★★

Product reviews are not viewable, which also gives an idea that app is created more for personal library.

Shopping Cart process and platform: ★★★★★

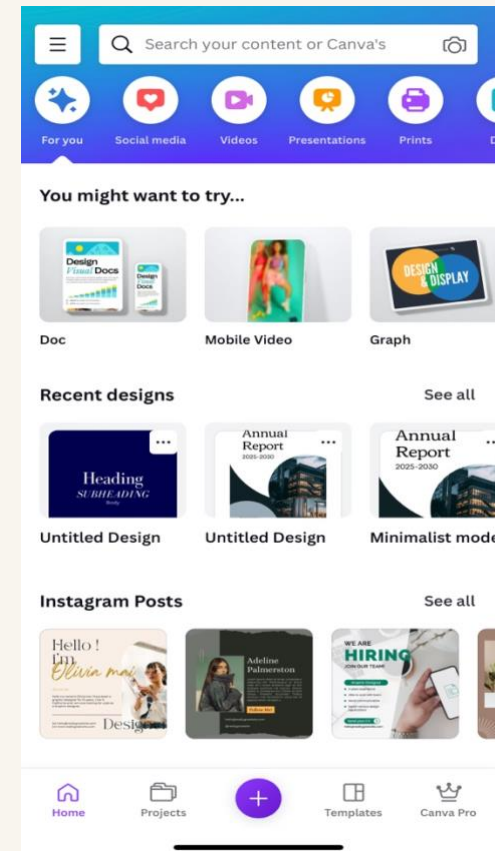
Shopping cart is located similar to website, under account information. Easy to navigate to a purchase history, where purchased product could be found by payment method, invoice ID, or product category.

Payments option: ★★★★★

Same as on website Canva accepts PayPal, Sofort (Germany), Credit or debit card, Canva credits, iDeal (Netherlands).

Examples of content marketing: ★★★★★

Most of the content marketing provided through the social media and emails after subscription.





Quality of customers experience: ★★★★★

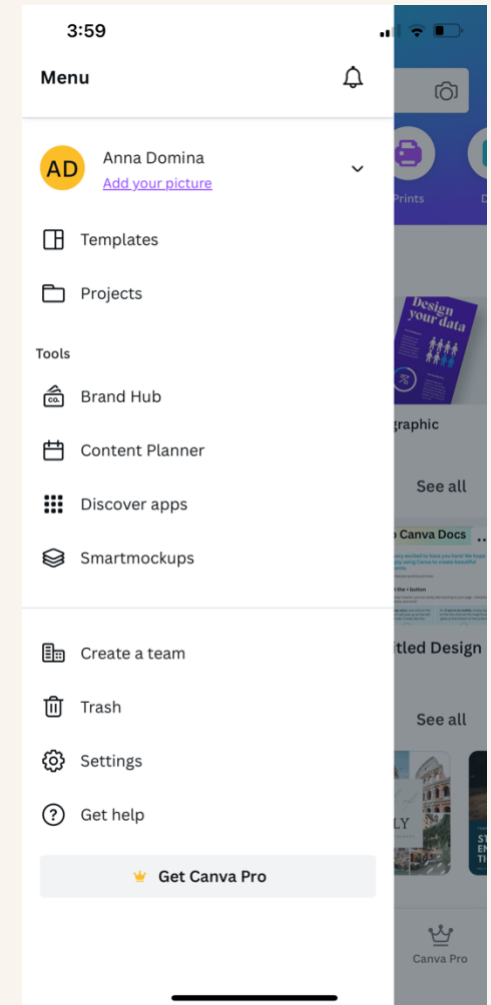
App is better to use as personal library, as there are no reviews under products, which makes it more user-friendly as the app is not overwhelmed with additional information, advertisements, or promotions.

Security in purchase products: ★★★★★

Users will have an access only after creating their account, which secures payments. Customer service is available, so if user will meet any issues, they can refer to customer service.

Innovative features: ★★★★★

Content Planner is available, which is missing on the website.





SEO and SEM

SERP: ★★★★★

Keywords: Templates- appears on the second place; PowerPoint- doesn't appear; presentation -appears on the second place; Logo maker- appears on the 7th place; and print- appears on the 8th place.

SERP for Canva website search: ★★★★★★

URL: canva.com

Website search in Google by using word "Canva" : Clear description of products; states "Free Design Tool..." attracts customers to navigate to website for platform observation.

URL's for categories: ★★★★★★

By adding "/" and one or two words of the category that user is looking for, will take them to a specific page. For example, if user is looking for prints, they should enter "canva.com/prints/" or whiteboard "canva.com/online-whiteboard/".

Competitors: ★★★★★

Vista, PowerPoint Microsoft, Template, Google, Logo Maker, Adobe, and LOGO.


Local Search: ★★★★★★

Canva is an online platform and provides a global access. However, in the US they have 2 offices locations, which are in San Francisco, CA, and Austin, TX.

SEM Advertising: ★★★★★

Overall, it seems that Canva moderately use SEM advertising.

Результатов: примерно 1 850 000 000 (0,30 сек.)

 canva.com

<https://www.canva.com> · [Перевести эту страницу](#) ⌵

Free Design Tool: Presentations, Video, Social Media | Canva

Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.

Вы посещали эту страницу 14.07.23.

About Canva ⌵

Launched in 2013, Canva is an online design and publishing ...

Free Logo Maker

After uploading your logo to Canva, you can store it in your Brand ...

Logo Maker

With Canva's library of customizable logos, creating the ...

Logo Templates

Make a lasting impression with a personalized logo perfect for ...

[Другие результаты с сайта canva.com »](#)

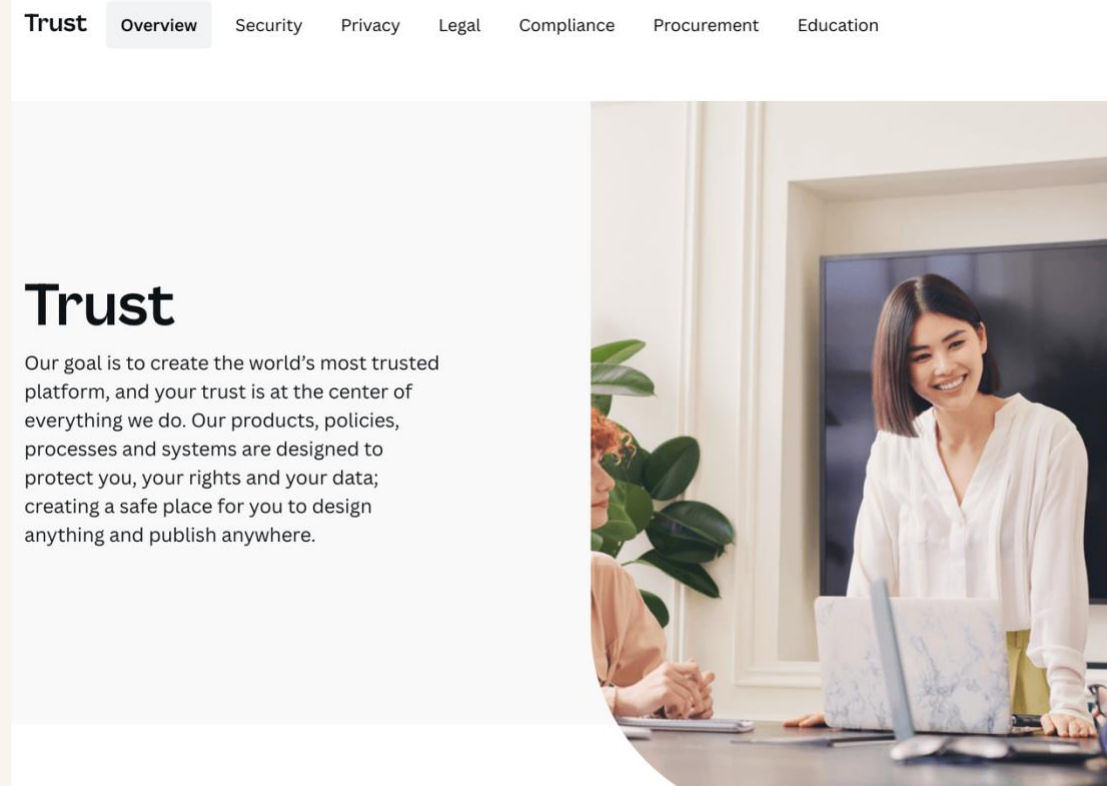
<https://twitter.com/canva> ⌵

Canva (@canva) · Твиттер



Building Customer Loyalty ★★★★★

Main method is free subscription for product access. Also, Canva is one the most innovative businesses and has learning library, so users can easily design and create a project that they need. In addition, Canva's website includes well recognized companies, which use Canva, such as DANON, ZOOM, and others, which builds credibility. Testimonials contains brief information with key points, how users were able to utilize Canva, that gives an idea how other users might utilize provided features. Online payment method simplifies the transactions, in addition, paying with PayPal and other methods, which are available in different countries provides a global access.





Social Media Presence ★★★★★

- **Instagram** (<https://www.instagram.com/canva/>) : 1, 915 posts; 1.5M followers; Canva joined threads.net through Instagram, which creates more engagement with their followers; the link: public.canva.site/ig-bio-link leads to page, where user can navigate to direct website page, news, terms and support.
- **TikTok** (<https://www.tiktok.com/@canva>): 1.3M Likes (Posts count isn't available) 366.8K followers; Canva posts tips and short tutoring videos for their followers, which is engaging users with product provider; the link: public.canva.site/tiktok-bio-link leads to page, where user can navigate to direct website page, news, terms and support.
- **Facebook** (<https://www.facebook.com/canva/>) : Liked by 2.1 M Facebook users, post count isn't available, but regularly updated; has a direct link to website; posts show how to use Canva features, which engages followers with the product; followers are leaving comments or able to send direct message for customer support assistance.
- **Pinterest** (<https://www.pinterest.com/canva/>) : 530.8K followers; pins count isn't available, but new pin is regularly added; doesn't include direct link to website; pins include design ideas, which followers can use to generate ideas, this is one of the engaging methods; customer support assistance is provided by Pinterest itself, or after search of the website.
- **YouTube** (<https://www.youtube.com/@canva>) : 288K followers; 1.1K videos; Canva contains a tutorial video library in the YouTube, which engages followers with product provider; provides direct link to website; viewers are able to communicate with channel through comments or after navigating to website.



Summary & Reflection

Strengths:

- User-friendly interface
- vast design library
- features for team collaboration

Weaknesses:

- Relies on technology and internet
- Very Competitive field
- Security and Privacy concerns



First of all, I think that Canva is more promoted by Word of Mouth, which indicates a well-organized marketing strategy and positive customer experience. Although Canva is one of the fast grow businesses and was awarded as the most innovated company in 2023, some improvements could be done. For example, it was difficult to navigate to the page where user can learn about Canva. So, that would be a good idea to add “About” button in the top of the website, so users would be able to learn about values, community, and the Company itself.

Secondly, only subscribed users are able to utilize mobile app could potentially have an impact on user acquisition. Some individuals may prefer to use apps that do not send them frequent email notifications or advertisements. This requirement may deter potential users who are hesitant to subscribe or provide their email addresses.

Thirdly, based on the research I would suggest to improve SERP, as for some product research, Canva appeared on the 8th place, or hasn't appeared at all, as was with PowerPoint research.



References

- [https://en.wikipedia.org/wiki/Canva#:~:text=Canva%20was%20founded%20in%20Perth,chief%20evangelist%20\(brand%20promoter\).](https://en.wikipedia.org/wiki/Canva#:~:text=Canva%20was%20founded%20in%20Perth,chief%20evangelist%20(brand%20promoter).)
 - <https://growjo.com/company/Canva>
 - <https://www.canva.com/newsroom/news/fast-company-workplaces-for-innovators/>
 - <https://www.theceomagazine.com/business/start-ups-entrepreneurs/canva-valuation/>
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