Current State Analysis
Summarized

The Canva Company

Current State Analysis:
- Canva is a simple, intuitive design tool that inspires anyone, everyone to design.
- Canva is a design platform with offerings in many fields including visual documents, photos and videos, print and marketing.
- Canva offers multiple features for designing content, yet only a few features are known and used by its users
- The company makes money from a subscription model where they charge a monthly or yearly fee for their Pro and Teams versions (& Canva Print)
- Most users continue using the free version for a long time before adopting to a pro version.
- Canva uses modern day cloud computing architecture with a mindset to continuously evaluate and adopt new and emerging technologies with engineering values that help scale and grow

Opportunities:
- Most users are not aware of the myriad features that Canva has to provide. Creating awareness among current user base.
- Increase total user base to get more people to convert using the Pro version.
- Tap into making Canva a multi player (Like sharing documents among Canva Teams) as it is still seen as a single player (personal account)
- Enhance the tech architecture to enable higher security and ease of working in teams.
- Make canva the next google doc/powerpoint for the next gen. Customer awareness of Canva's ability to present in house and other in house features for which users export out.

| Canva History	Target Customer & Usage
- Canva is a graphic design platform founded in 2012 to make graphic design more accessible, intuitive, and user friendly for people with little to no design experience. - Over the years Canva has been growing rapidly, introducing some major features like its drag-and-drop design interface, teams to collaborate on designs in real-time, Canva Pro subscription service, magic resize, animations, video editing, and augmented reality in the design space.	- Canva has millions of users across the world, including individuals, small businesses, freelancers, marketing teams, and large enterprises. - Currently, Canva users can choose from three different plans according to their requirements - Free, Pro and Teams - Canva mainly targets age group of 18-34 - Significant percentage of users coming from small businesses and freelancers, as well as individuals looking to create personal projects.

Customer Experience: (Pains and Gains)

Pains:

1. **Limitations in design features:** While Canva offers a library of design elements, some users feel it is limited in terms of advanced features available to customize design to fit their specific needs. Canva lacks a few design capabilities when compared to other graphic design tools.
2. **Price:** For users who require advanced features, the cost of Canva Pro or Canva Enterprise can be a significant investment.
3. **Limited export options:** Some users have reported limitations in terms of the export options available in Canva, such as not being able to export designs in certain file formats or with certain resolutions.
4. **Slow performance:** Some users have reported that Canva can be slow or laggy, especially when working with large or complex designs.
5. **Print:** Some users complain that their artwork looks nothing like what they had designed due to low resolution pngs that blow up with terrible pixelation since everything is done in RGB. Print shops also complain of dealing with Canva files, since they are difficult to print correctly.

Gains:

1. **User-friendly interface:** Canva's interface is designed to be user-friendly, making it easy for people with little to no design experience to create professional-looking designs.
2. **Integrations with other tools and platforms:** Canva integrates with a range of other tools, including social media platforms and project management tools, making it easier for users to share their designs and collaborate with others.
3. **User community:** Canva has a large and active user community, which can be a valuable resource for users looking for tips and inspiration for their designs.
4. **Time-saving:** Canva saves users time by providing a wide range of templates and designs that they can use as a starting point for their own designs. This can be especially helpful for those who are new to graphic design.

Competitor Analysis
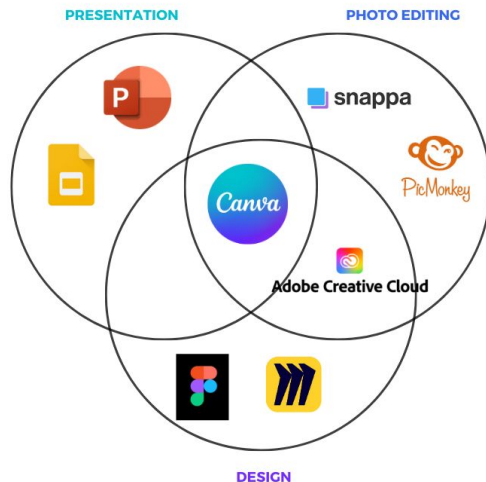
- Canva's offerings, as we can see from the diagram, are extremely varied.
- They have high quality and creative formats for everything design related.
- And yet, MS PowerPoint, Google Slides, Adobe Creative Cloud and Figma are arguably the preferred choice of a majority of customers.

<u>Why does this happen?</u>
- Figma, for example, is great at what they offer. It is the place any designer would go despite their steep learning curve.
- PowerPoint and Google Slides - Corporates have invested in traditional suites and would rather work with applications that have been around for longer than "waste" time on something new.

Metrics that matter to Canva

What Canva Measures?	Awareness & Acquisition	Engagement & Happiness	Growth & Revenue	Retention
Key Performance Indicators	Monthly new website visitors Daily & Monthly new signups	Daily & Monthly Active Users Net promoter score (NPS)	Monthly Recurring Revenue CPA / CLTV value	Net retention rate Repeat purchase rate
Why these matter to Canva ?	Canva is in growth stage, and therefore their primary goal is new customer acquisition.	Canva closely monitors user engagement of its multiple offerings, to efficiently allocate resources.	Along with the growth of the user base, Canva also emphasizes business growth over time.	Canva is working hard to retain existing customers and prevent churn in order to maintain their monthly active user growth.

Technology - Continuously scaling to meet the growing demand

- Canva uses modern day multi cloud computing architecture primarily on AWS for infrastructure, database and services. They also use Snowflake for data warehousing and analytics and use AI/ML for better engagement
- Canva has weekly releases, Minimum Viable Product releases, Micro Services, Modular applications, Monorepo strategy that result in greater agility and speed to market
- Canva uses AWS professional services to leverage threat detection, greater visibility and control of the application being hosted

Industry Trends and Emerging Technologies

- Focus on bottom-up sales motion - Designers tend to be the early adopters of design tools which can lead to the adoption at the enterprise levels
- Balance technology and creative autonomy - Tools should empower designers to incorporate AI/ML into their workflows without dictating the overall direction and preserve their creative freedom
- Canva has come up with features like Magic Write and Text-to-Image with the help of emerging technologies in the field of AI to incorporate the evolving nature of the technical landscape into their product offering

Purpose	Mission	Vision
Democratize design and simplify the process to bring ideas to life	Bringing access to high quality design tools and elements to everyone, everywhere	We envision a world where anyone can be a creative genius

Objective	Key Result
Objective 1: Expand Canva's Reach	Key Result 1: Increase monthly active users by 5% Key Result 2: Increase social media engagement by 10%
Objective 2: Enhance Canva's Personalised Customer Experience	Key Result 1: Increase in Customer Lifetime Value (CLTV) by 15% Key Result 2: Decrease in Churn Rate by 3%
Objective 3: Improve Canva's Customer Feedback	Key Result 1: Increase an NPS score of 72+ Key Result 2: Increase in positive reviews by 10% (on all the review platforms)