Is the promise of having all offerings on one platform really helping?

- Currently, Canva has all it product offerings under one single platform. While that might be beneficial for some companies, we are not so sure that's the case for Canva.

USER

- **Pains:**
  - "I feel overwhelmed with the information overload once I come to Canva homepage."
  - "Canva's offerings don't feel professional enough."
  - "The workspace feels cluttered."
- **Gains:**
  - Canva offers a great product that does not have a steep learning curve and users love that they can hit the road running with Canva once they start using it.

CANVA

- **Pains:**
  - Hearing from our product manager, we realized that the users are not being able to find and utilize all of Canva's offerings while working on a project. In our PM's own words:
    - "We find that people export their designs out as pdfs and open them on PowerPoint or Slides to present it. They don't realise that there is an option to present on Canva itself."
- **Gains:**
  - Canva offers an extremely competitive free model that users love and appreciate.
  - This motivates them to organically switch to the Pro model, hence promoting user retention.
- **Metrics:**

Feature Adoption Rate	No. of users per channel
Helps in checking if their new/old releases are popular among users	Helps tracking which of Canva's various offerings attracts most users

- **Competition:**
  - **Who, really, is Canva's competition?** According to our competitive analysis, we realized that Canva does not really have one competitor. It has competitors in areas of all its offerings. For example, Slides and PowerPoint for presentations, Figma and Miro for design tools and Adobe for design and photo editing.
  - **Jack of all trades and master of none?** That's where we believe that Canva lags behind as compared to its competitors. In spite of high value product offerings, Canva is not considered an expert tool in any of its offerings.

- **Target User Base:**
  - **18-34 yr olds:** These users care about their productivity and want to optimize their time spent on any platforms
  - **B2B:** Typically corporates that have integrated Canva for Teams in their workplace
- **Technology:**
  - 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.
  - In spite of this, Canva's technical architecture is not strong enough to support large teams working together.

Introducing a rebranding initiative - CANVA CREATIVES

- Grouping some of Canva's channels into smaller products under the banner of Canva Creatives. For example:
  - Canva Present - Presentations, Reports, Docs
  - Canva Socials - Social Media, Video
  - Canva Design - Whiteboards, Websites
- **Value Proposition:** Targeting the pains of, both, the users and the company
  - Users: Adding structure to the platform without eliminating any of its prior offerings
  - Canva: Segregation helps in bringing more visibility to all elements under each channel

PRODUCT VISION	We envision a world where anyone can be a creative genius
HOW CANVA CREATIVES FURTHERS THE VISION	Helps bringing structure to the platform that enables ease of product utilizing, ultimately leading to creative genius

OBJECTIVES AND KEY RESULTS

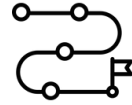| Expand Canva's reach	Enhance Canva's personalized customer experience	Improve Canva's customer feedback
With Canva Creatives there will be more eyes on all of Canva's offerings and hence this helps in expanding the user base to more niche areas that were either less famous/ used	With Canva Creatives, the platform will not feel as cluttered for the users. This in turn also gives users more opportunities to convert to pro users because of the variety of Pro plans available	With Canva Creatives we are able to eliminate the pain point of the customer completely hence this helps promote positive customer feedback

Bringing Canva Creatives to life - Overview of the execution

- **User Plan:**
  - User research suggests, grouping Canva's offerings into smaller products proves beneficial. However, we will need to conduct further in depth user research (MVP and maybe A/B testing) to ensure this before we can go to market
  - For our go-to-market strategy, we will need to consider online advertising, notifications on emails for existing users and intentional messaging on the Canva homepage about the change before and after the MVP
- **Business Plan:**
  - Hypothesis - Users truly want the segregation of offerings into smaller products
  - MVP - an additional screen when the user first navigates to Canva. At this screen they will be able to pick from the different offerings (Canva Presentation, Canva Socials and Canva Design) to choose why they came to Canva
  - Testing the hypothesis - This helps us garner feedback about the user experience shift if any
  - Cost vs Value:

Cost	Value + How
Full Project **$12M**	**$920M in revenue over a year** Current State: $1B+ revenue in 2022 with 100M+ MAUs (https://finance.yahoo.com/news/people-making-money-canva-turning-140825373.html) Considering 10M Pro users, across all plans, with an avg. of $100 per user per year (keeping in mind current pricing) With the introduction of Canva Creatives, we are introducing three alternative Pro models for our users With this we hope to increase our MAUs by 15% Considering 11.5M Pro users, across all plans, with an avg. of $80 per user per year (keeping in mind reduced price offerings for different Pro plans)

- **Technology Plan:**
  - To go ahead with executing Canva Creatives, we continue to build on AWS.
  - Cloud will give us the flexibility that we need to execute the different channels of Canva Creatives.
  - This idea needs to be built in-house by Canva in order to ensure staying on-brand with the new initiative.
  - Currently, there isn't any consideration of incorporating emerging technology with this idea.

- Estimate:

What?	Time taken	Resources	$$ Estimate
MVP	10 weeks	3 engineers, 1 product designer, 1 product manager, 1 data analyst	$120K
Full Project	50 weeks	6 engineers, 2 product designers, 1 product manager, 1 project manager, 1 data analyst, 1 data scientist	$12M

- Feature Prioritization:

Components	Prioritization
Finalizing and dividing up Canva's offerings into smaller products	Top priority is finalizing a complete idea with all the product offering defined within Canva Creatives
Pitching to senior management	Secondly, need to create buy-in for this idea
MVP - adding a new landing page when users navigate to Canva	This has third priority since we are testing our hypothesis with this component
A/B test MVP	Need to compare user sentiment with and without MVP
Deciding pricing for the new Pro plans under each product	Pricing plans based on the user research conducted is the local next step
Execution	Lastly need to do set the ball rolling!