

IMT 589 - Brainstorm Ideas segregated by Objectives and CBTP buckets

	Expand Canva's Reach	Enhance Canva's Personalized Customer Experience	Improve Canva's Customer Feedback
Customer	<ul style="list-style-type: none"> Start Anywhere Designs - Convert Spreadsheet/table to menus, photographs of text/sketches to marketing material etc. Start on paper or outside canva Design challenges - organize online or in person design challenges and publicize on Social media Social media stories about the customer success - Social media stories of people who have benefited with usage of Canva (personal and small business) Integrate Canva Learning with a social media platform, have a hashtag connected to it. Community building case competitions, use template to come up with your designs. Making it more professional, make Canva look like a skill. Gives eyes on the features Canva has to offer A dashboard to see how my design campaign worked? Like number of views/likes on soc media Expand the demographic to incorporate the younger generation, school going children to make school more creative and interesting To incorporate users older, they feel that they have to park all their acquired skills of MS 365 and Gsuite to work with Canva because of the look and feel. Interface with visualization software - Tableau, Power BI Add features that cater to wider category of target audience Make visualizations or all designs shareable on high-visibility channels like Instagram stories Customer testimonials Canva communities - Marketing Strategy- Canva seems more like a product led growth company and hence instead of focusing on social media engagement, it can work on more community features to spread through word of mouth Share Designs - Marketing/Feature- Create something similar to figma community such that design elements created by users can be leverage by others, this would help with the PLG aspect, boosting acquisition Referral programs - incentivise existing users to pull in new ones - extended free trials Testimonials from different target users 	<ul style="list-style-type: none"> Persona templates to remove the clutter - Allow for personalized usage based on customer profile creations (i'm a designer, entrepreneur etc) Design recommendations by Canva - Feature Improvement- Improvement of suggestions on Canva. Canva can recommend design elements to me based on my style of design Automated presentation - Automated presentations. Users can give content and the AI generates automated presentations that suits the content Voice-to-text feature Discover apps - don't know if it is free to use or paid? There are multiple things on the Canva platform that are not easily accessible for the user. When you are working on a project you want all of that in front of them. Have a way to put more features in front of the user, make it accessible AI powered design suggestions that help users choose the best font, color and layout for their designs Integration with AR/VR to allow users to visually see their designs in a more immersive way Chatbots to help users to understand the features better Gamify to incentivize users to learn new features - points awarded to users using new features, creating more presentations, etc Expand editable design elements. For example speech bubbles, arrows, callouts., etc. Showcase user-generated content - opportunity to highlight how users are using the tool in different ways Personalized onboarding - guided tours specific to user's needs. Gamify design - competitions, rewards, etc - allow 	<ul style="list-style-type: none"> As a user who might want to shift, why should the user go to Google to understand what Magic Resize means. Basically educate potential customers who would go for a Pro subscription. Use comparison between free and pro Create a public dashboard (like Behance) for people to showcase their designs Anonymous Feedback on your designs - community Design learning and design thinking tutorials - free or minimal charged Have design sprints/competition and reward the winners to make it fun. Gamify, add leaderboard Look at customer support tickets to understand common complaints Follow up quickly on feedback provided by Pro and Teams users. Incentives for feedbacks Analyze NPS survey feedback for different customer segments to understand pain points and acc prioritize new feature dev Let users have a say in the product roadmap - something like a feature request tool with upvotes/downvotes Have high quality customer support Encourage discussions of issues on blogs or social media and promptly addressal can boost customer satisfaction

	<ul style="list-style-type: none"> • Build a design community • Design hackathons 	<p>users to explore multiple features and create more awareness of features</p> <ul style="list-style-type: none"> • Onboarding survey (goal/ age/ occupation based recommendations) • Mobile app - add more utility - focus on non design things that need to be done on the go 	
Technology	<ul style="list-style-type: none"> • Integration to social media with analytics. People/companies can connect their FB, IG accounts to Canva directly. They can then see their interactions, number of impressions, site visits those analytics. A seamless integration across all social media apps. • Add more app integration like Zoom, G drive • Platform Integration - Integrations- Integrations with platforms like slack would help stickiness of product 	<ul style="list-style-type: none"> • Search feature on the working doc for users to search for things/elements you need • Provide better compatibility with other formats and conversion, like converting a canva ppt to google slides or powerpoint • Grasp user's choice of colors, templates, and recommend accordingly • Improve UX - 1 stop standardization of design specs for a doc (font style, size, etc) • AI/ML for tagging templates (improved specific need based template search) • In site chatting feature - easier collab (build or buy or collaborate) • Better search feature (Natural language based) to search for components / search revamp • Improve accessibility by adding alt-text amongst other features • bank of previously used elements-same icons/elements so no need to copy paste or search again • Keeping track of how much is the usage for the given user and then recommending them discounts on Pro based on their usage patterns 	<ul style="list-style-type: none"> • Technology optimization - Monorepo strategy sounds like it could slow down releases in case there are problems in code commits. Change to multi repo strategy • Have load balancers to reduce the lag for more complex projects • Offer customizable export formats - allow users to change around resolution, file size, etc. • Improve server infrastructure for faster UX (more servers, higher processing) • Improve collab features (version control, history) • Development of AI powered Design(Using ML to generate designs based on user inputs) • Dall-e like feature to generate templates • Keep an active community using a chatbot to track on concerns raised on other social media platforms

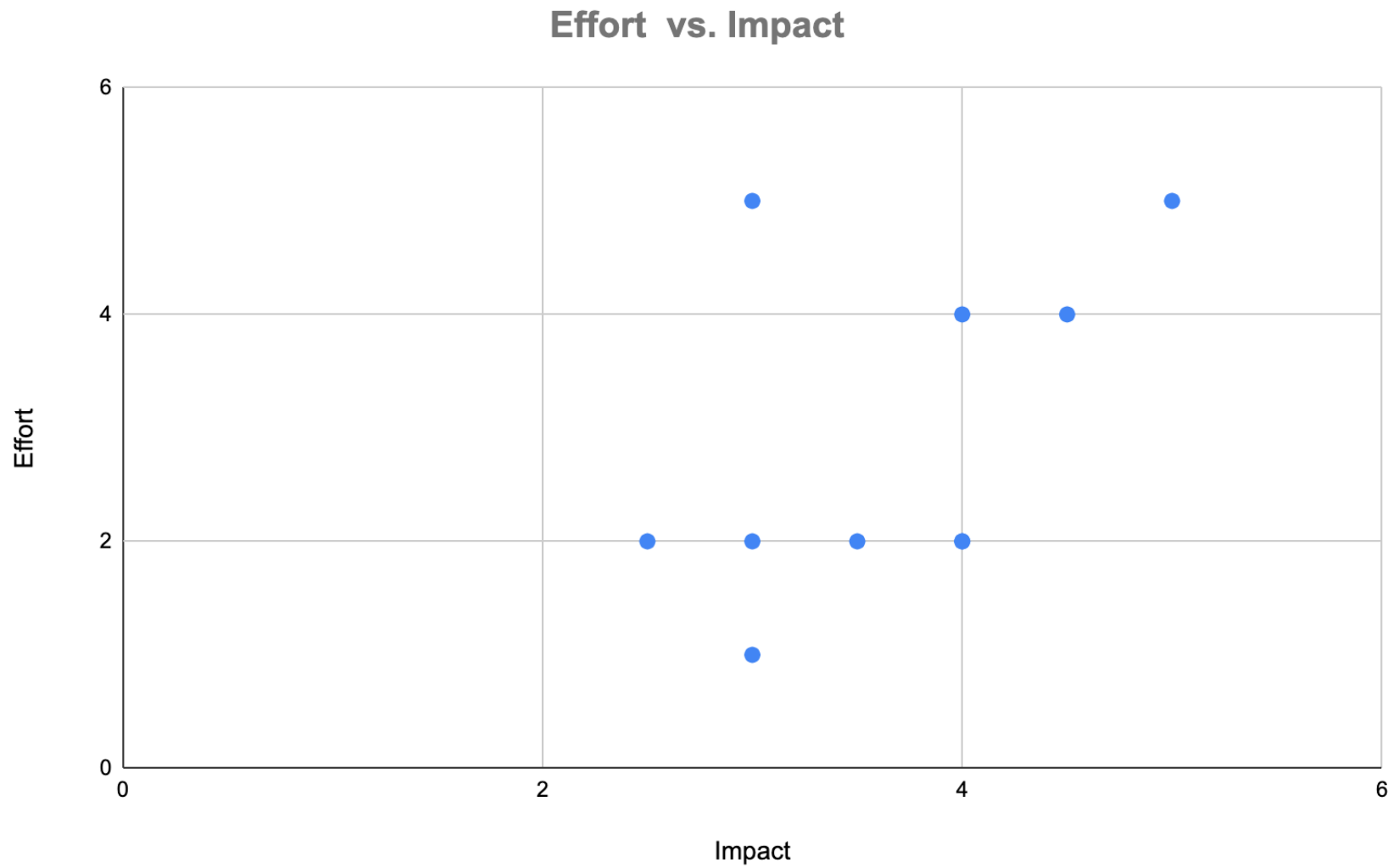
Business

- Online ads. Canva can have an integration that works with these ad networks, the resizing and formatting of all the ad infographics to fit well in all formats, using the right terminology and keywords so that the conversion rate increases so that it becomes a more attractive buy for enterprises to help their marketing teams essentially.
- Partnership with brands/posts to increase brand awareness
- Collaborate with influencers
- Tableau public-make Canva the social media of design
- Integration with FB/Google Ads - Design creatives and publish to all Ad platforms from Canva. Get weekly recommendations
- More social media integration
- Instead of a free trial, as a new business model, in a month you get access to 20 premium elements for free, this makes the user feels more valued. Also there is no pressure of canceling the trial.
- Tie ups with colleges for example with design/marketing students
- Promote more over social media/Social media influencers
- Provide reward points for Canva usage like premium templates for free or small elements
- Referral program
- Paid marketing
- Offers for new users
- Cross selling - Marketing- Cross selling should be increased, Canva has a lot of functionalities but as a user I don't know of them. A presentation could have integration of photo editor to allow people to try out different functionalities
- Engage influencers - Target famous designers or content creators to spread popularity. Make features that compels those influencers to use canva
- Make a niche, and expand by promoting - (one offering)
- Filter industries to focus on and customize accordingly to sell to enterprises
- (healthcare, banking etc)
- Target content creation teams at enterprises to sell on the speed factor
- SEO optimization to rank higher on "design", "templates", etc
- Become go-to design tool for specific industries, and slowly broaden reach to all industries
- Partner and collaborate with printing companies -
- Elements cannot be bought individually. Maybe making it so that you can use it to see how the presentation would look like, but when you are exporting it you can pay for all the premium features that you have used. Pay as you go model, it gives you a sense of how much your final design costs. Marketing specifically for targeted users.
- Better search feature (Natural language based) to search for components / search revamp
- make it more professional - certain tone - stock images
- Canva Pro at a discounted price for students or freelancers
- Free trial for Canva Pro for users during sales like Black Friday, Cyber Monday etc.
- Have a more affordable middle tier where customers can choose which pro services (templates and export options) they want
- Provide additional bonuses after free trial or even a reduced first month pack
- Tie ups with schools and orgs mentioned earlier would also help increase arrpu
- Provide users with rewards for using templates and allow them to use these reward points towards purchasing Pro pack
- Make the free plan more restrictive so users would pay for Pro
- Earn through affiliate links
- Free trial for Canva Pro for users during sales like Black Friday, Cyber Monday etc.
- Mid-tier pricing for more users to get access to limited features
- dynamic pricing
- Personalized design consultations
- **Tailored pricing** - Pricing related to needs (business users' subscription) and personal models with custom connectors and integrations for users
- **Enhanced freemium models** - Pricing- Instead of focusing on reduced features for users. Allow them to use all feature so they see the value in the product. Reduce capacity of usage instead so they can use all features but will long for more usage access
- **Pay As you Go** - Develop personalized pro packages based on usage at Free. Instead of buying access to all features buy only what I need.
- Expand to new markets - partner with educational institutions, NGOs, etc.
- Develop more package bundles for enterprises (greater choice)
- Third party integrations (integrated google image search w/i app)
- If a new feature is launched like Canva docs, provide insight to the user on how it is better than its competitors.
- Referral program

	<ul style="list-style-type: none"> solve print issues • Paid digital ads on social media (YT, insta, twitter) • Target more organizations and schools to quickly expand user base and increase frequency of usage - tie ups or partnerships of some sort • Incentivize sharing designs on social media • Canva Pro at a discounted price for students or freelancers • Provide some Pro features to free users for a limited period of time - like during onboarding • Canva Print to provide bulk copies - like say 100 or more at discounted rates • Tie up with educators on how they can use Canva for creating better presentations 		
Product	<ul style="list-style-type: none"> • Competes with all - too broad - focus on design only • Expand into more domains with simple documentation templates instead of just targeting designing • Add templates for events that happen more frequently to get users on the app more often • VR based collab feature addition • Encourage create your own template by guiding new onboarded users 	<ul style="list-style-type: none"> • Canva interface is super crowded. It does not feel professional. That's why maybe people feel that Made on Canva is not the final product. Minimalistic creating interface • Wireframe related designs that are easily available on Canva, templates and content could add onto the user base - easy light weight- short project-demo • Make different products within Canva - Canva presentations, Canva Designer etc and make a packaged offering • Reduce the complexity by categorizing profiles - education, enterprise, designers • Decrease the complexity of home page by simplifying profile • Allow users to use design elements from other platforms or web for a wider design experience • Rewards for using Canva features without being a Pro user - basically gamify for using Canva • Introducing features like being able to create elements from scratch instead of using the existing ones (like you can do in illustrator) would attract a different kind of audience - maybe more advanced designers • Offer personalized recommendations based on user's job, goals and/or past history • Improve the design features, one of the major issues i face is in resizing elements 	<ul style="list-style-type: none"> • Advanced design tools for advanced designers with better photo editing capabilities • Professionals running ads with Canva on social media platforms on the improvement they have made. • Improve workflow (Lots of features, but difficult to navigate) - clearer labels and organization will help users discover more features. • Personalized in-product prompts - pop-ups or notifications that highlight features that might help a project that a user is currently working on will help faster adaptation of new feautes. • Easy to consume goal-based "how-to" videos (2-3 mins) • Introduce multiple languages for International expansion • Promote use in universities - provide complimentary access for limited period? • Improve the file organization and management feature • Focus on user testimonials on the design homepage, maybe small popups occasionally • Improve bug fixes like the filters, i always see paid templates even after applying free filter

Prioritization of Ideas

	Low hanging fruit (Impact, Effort)	Impact	Effort	Best/wild ideas (Impact, Effort)	Impact	Effort
Durga	Customer testimonials	3	1	Integration with AR/VR to allow users to visually see their designs in a more immersive way	5	5
Siddhi	Improve the file organization and management feature	2.5	2	Introducing features like being able to create elements from scratch instead of using the existing ones (like you can do in illustrator) would attract a different kind of audience - maybe more advanced designers	3	5
Harshi	case competitions , use template to come up with your designs. Making it more professional, make Canva look like a skill. Gives eyes on the features Canva has to offer	3	2	Online ads. Canva can have an integration that works with these ad networks, the resizing and formatting of all the ad infographics to fit well in all formats, using the right terminology and keywords so that the conversion rate increases so that it becomes a more attractive buy for enterprises to help their marketing teams essentially.	4	4
Divyansh	Grasp user's choice of colors, templates, and recommend accordingly	3	2	Gamify design - competitions, rewards, etc - allow users to explore multiple features and create more awareness of features	4	2
Isha	Create a public dashboard (like Behance) for people to showcase their designs	3	2	Dall-e like feature to generate templates	4	4



The dots on the chart represent each of the final 10 ideas that we selected, plotted according to the effort and impact scores given by us in the table above.