Individual Assignment

Challenge

The idea for Canva came from watching non-designers trying to use traditional design tools. The Canva team built the first version of their product in late 2013. Canva team conducted exploratory research and found that many people found graphic design intimidating: they were afraid to click and didn't know what to do next. Many struggled and left dejected. "I'm not creative; it's too hard" was the consensus. It became clear that people's self-doubt was hindering their design abilities as much as the tools. Users had to overcome their reluctance to use the platform. The Canva team had to create a simple, intuitive graphic design program and inspire non-designers to design.

Solution

Canva's success depended on a great first impression. They needed to make users feel confident and happy to click around and explore. The Canva team optimized their onboarding experience, focusing on users' emotional journeys, to dispel people's beliefs that they couldn't design. They made a short introductory video to show new users how easy Canva dispels the idea that design products are hard to learn. They also created interactive challenges to help users experience small wins, build creative confidence, and convince them that Canva was easy to learn and fun to explore. Within a few minutes of using Canva, people feel confident with their abilities, understand how Canva works, and then spread the word.

Product - Mission

Mission : Empowering the world to design.

Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere.

Stats:

2013 :Launched

100M+ : MAUs

10B+ : Designs created

190 : Countries

100 : Languages

2,000+ : Employees

Values:

1. Make complex things simple
2. Set crazy big goals and make them happen
3. Be a force for good
4. Empower other
5. Pursue excellence
6. Be a good human

Product - Core features

Design

- Curved text generator
- Photo effects
- Image enhancer
- Add frames to photos
- Add text to photos
- Online video recorder
- Video trimmer
- Convert videos to MP4

Office And Business
- Convert files for free with Canva's PDF Converter
- Canva Live
- JPG to PDF
- Image Converter
- Sticky Notes
- Curved Text
- Free Stock Photos
- Icons
- Stickers
- Add watermark to photo

Education

- Ready to use templates
- Case Studies
- Community
- Creators Program

- LMS Integration
- Free Teacher Resources

Product - history, including major releases

Launch - 2013

Perkins, Obrecht, and Adams launched the earliest version of Canva in 2013 — but made it available only to selected professionals.

Released for Public - 2014

Utilizing the strategy of starting a niche and then going wide, they began with Fusion Books and then transformed it into Canva. By starting small, Perkins found that they were able to gather a deeper understanding of their target audience — their problems, needs, and desires.

Canva Pro - 2018

Though their growth was impressively fast, it can be partly attributed to the fact that their product solved a real problem - Canva democratized design. They identified a neglected audience — one who was ready and willing to use and pay for a product that allowed them access to simpler design software.

Canva for Enterprise - 2019

Corporate designers faced competing requests between high and low impact work. Due to high demand, Canva for Enterprise was developed to provide tools designed specifically to serve the needs of enterprise customers.

Canva for Education - 2020

In 2020, Canva announced Canva for Education, a free product for schools and other educational institutions intended to facilitate collaboration between students and teachers.

Customer -Target customer and personas, pains/gains/ and needs

Design Personas

1. **Customer Persona:** "Max the Student"

   Age: 20 years old

   Occupation: Full-time student

Education: Pursuing a bachelor's degree in a creative field

Income: Limited budget, relies on student loan and part-time job

Goals: To submit high-quality assignments on time with minimal effort and stress

Challenges: Balancing school work with a part-time job, limited design skills, and limited time

Values: Creativity, efficiency, and simplicity

Technology Used: Proficient in Microsoft Office, uses a personal laptop for school work, and frequently uses online resources for research and inspiration.

Pain Points: Frustration with spending too much time on formatting and design, difficulty finding visually appealing templates that are easy to use, and limited access to professional design tools.

Desired Outcome: A tool that provides design templates that is visually appealing, easy to use, and saves time on formatting and design. These templates should also allow for personalization to showcase their creativity and make the assignment unique.

2. **Customer Persona:** "Samantha the Small Business Owner"

   Age: 32 years old

   Occupation: Sells home-baked desserts online. Started her business during the pandemic.

   Education: Bachelor's degree in business

   Income: Limited budget for marketing and design expenses

   Goals: To attract more customers, increase brand awareness, and establish a consistent brand image on social media and other marketing materials.

   Challenges: Limited resources to hire a professional designer, limited design skills, and busy schedule managing the cafe/restaurant.

   Values: Cost-effectiveness, efficiency, and a professional brand image.

   Technology Use: Proficient in using social media for business purposes, uses a personal laptop and smartphone for work, and frequently relies on online resources for marketing and design inspiration.

Pain Points: Difficulty creating visually appealing social media posts, logo, and marketing materials, frustration with the time and effort required to design materials, and limited options for cost-effective design solutions.

Desired Outcome: A user-friendly design platform that allows for the creation of professional and attractive marketing materials with minimal effort and time. The platform should also be cost-effective and offer customizable design templates to reflect the unique branding of the cafe/restaurant.

3. **Customer Persona:** "Liam the Youtuber/Influencer/Meme Page Owner"

Age: 19 years old

Occupation: Full-time content creator on YouTube and social media

Education: Engineering drop out

Income: Depends on monetization from content creation and brand partnerships

Goals: To grow his online following, increase engagement on his content, and establish a consistent brand image across his social media platforms.

Challenges: Staying ahead of the constantly changing content trends, limited design skills, and time management while consistently creating and publishing new content.

Values: Creativity, unique brand image, and innovation.

Technology Use: Proficient in social media platforms and video editing software, uses a personal laptop and smartphone for content creation, and frequently uses online resources for inspiration and marketing.

Pain Points: Difficulty creating visually appealing and on-brand designs for social media posts, frustration with time-consuming design processes, and limited access to professional design tools.

Desired Outcome: A user-friendly design platform that allows for the creation of unique and visually appealing designs quickly and easily, allowing Liam to focus on creating and publishing new content.

Canva Education Personas

1. **Customer Persona:** "Dr. Emily the Education Professor"

Age: 40 years old

Occupation: Full-time education professor at a university

Education: PhD in Education

Income: Average salary for a university professor

Goals: To engage and educate her students effectively, create visually appealing and informative presentations, and establish a professional image in the academic community.

Challenges: Balancing the demands of teaching and research, limited design skills, and time constraints with preparing lessons and grading assignments.

Values: Effectiveness, professionalism, and simplicity.

Technology Use: Proficient in using Microsoft Office and educational technology tools, uses a personal laptop for work, and frequently relies on online resources for research and educational material.

Pain Points: Difficulty creating visually appealing presentations that effectively communicate complex information, frustration with spending too much time on design and formatting, and limited access to professional design tools.

Desired Outcome: A user-friendly design platform that allows for the creation of visually appealing and effective presentations with minimal effort and time. The platform should offer customizable templates, a variety of design elements, and easy-to-use features that support Dr. Emily's goals of engaging her students and maintaining a professional image in her academic community.

2. **Customer Persona:** "Lydia the Curriculum Director"

   Age: 44 years old

   Occupation: Director at a university

   Education: Master's degree in Education

   Income: Average salary for a university director

   Goals: To improve students' learning outcomes and enhance collaboration among teachers and students. Implementing new and innovative teaching methods to improve student engagement and outcomes. Providing a modern and engaging learning experience for students.

   Challenges: Limited budget, lack of technology infrastructure and support, and difficulty in effectively using technology in the classroom. Navigating a complex

and constantly changing technology landscape. Balancing the need for innovation with budget constraints. Fostering buy-in and adoption from faculty and staff for new technology and teaching methods.

Values: Quality education, Innovation, Accessibility

Technology Use: Learning management systems (LMS) like Canvas or Blackboard to manage course content, assignments, and assessments. Collaboration tools like Google Workspace or Microsoft Teams to facilitate communication and collaboration between faculty and students. Virtual learning platforms and technologies like Zoom or Microsoft Teams to facilitate remote and hybrid learning.

Pain Points: Staying up-to-date with the latest educational technology and tools. Finding cost-effective ways to improve the learning experience for students. Keeping pace with changing student expectations and needs. Managing the university's budget and resources efficiently.

Desired Outcome: Utilize a tool to create visually engaging and interactive educational materials, effectively communicate information, and increase student engagement and understanding. The goal is to use a platform that engages and motivates students, leading to improved learning outcomes and a more effective teaching and learning process. Ultimately, the desired outcome is to enhance the quality of education and provide a more dynamic and effective learning experience.