Ideas collated

Ideas	Team Member	Buckets	OKR	MVP? (Y/N)	Effort (in man weeks)	Business Value (1-4)	Customer Value (1-4)	SWAG	Priority 2	Selected
Start Anywhere Designs - Covert Spreadsheet/table to menus, photographs of text/sketches to marketing material etc. Start on paper or outside Canva	Durga	New Feature	2	Yes	130	1	4	1040000	3.8	1
VR designing capabilities - based design feature addition	Divyansh	New Feature	2	Yes	130	2	3	1040000	3.8	0
Dall-e like feature to generate templates	Isha	New feature	2	Yes	85	1	4	680000	5.9	1
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	Siddhi	New Feature	2	Yes	85	2	4	680000	7.1	0
Wireframe related designs that are easily available on Canva, templates and content could add onto the user base - easy light weight- short project-demo	Harshi	Feature Improvement	2	No	65	2	3	520000	7.7	0
Gamify to incentivize users to learn new features - points awarded to users using new features, creating more presentations, etc Gamify design - competitions, rewards, etc - allow users to explore multiple features and create more awareness of features. // Have design sprints/competition and reward the winners to make it fun. Gamify, add leaderboard Rewards for using Canva features without being a Pro user - basically gamify for using Canva	Isha	Marketing	1	Yes	65	2	3	520000	7.7	0
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	Harshi	feature improvement	2	No	40	2	2	320000	10	0
CanvaJam - In site chatting feature - easier collab (build or buy or collaborate)	Divyansh	New Feature	3	Yes	65	4	4	520000	12.3	1
Pulse feedback - Point-in-time feedback - How was your experience using x today?	Durga	New Feature	3	Yes	24	2	1	192000	12.5	1
Improving search - AI/ML for tagging templates (improved specific need based template search) Better search feature (Natural language based) to search for components / search revamp	Divyansh	Technical Enhancement	3	No	40	2	3	320000	12.5	0
Introduce multiple languages for International expansion	Isha	Technical enhancement	1	No	40	3	3	320000	12.5	0
AI powered design suggestions that help users choose the best font, color and layout for their designs	Isha	New feature	2	Yes	40	1	4	320000	12.5	0
Minimalistic working space. 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. Improve workflow (Lots of features, but difficult to navigate) - clearer labels and organization will help users discover more features. // Reduce the complexity by categorizing profiles - education, enterprise, designers	Harshi	Technical Enhancement	3	No	40	2	4	320000	15	0
Cross selling - Marketing- Cross selling should be increased, Canva has a lot of functionalities but as a user I do not know of them. A presentation could have integration of photo editor to allow people to try out different functionalities	Durga	New Feature	2	Yes	32	3	2	256000	15.6	0
Rebranding canva products - Make different products within Canva like Canva presentations, Canva Designer etc and make a packaged offering	Divyansh	Business	1	Yes	50	5	3	400000	16	1
Improve accessibility by adding alt-text amongst other features	Isha	Technical enhancement	2	No	24	1	3	192000	16.7	1
User portfolio - opportunity to highlight how users are using the tool in different ways Social media stories about the customer success - Social media stories of people who have benefited with usage of Canva (personal and small business)	Divyansh	Marketing	1	Yes	30	2	3	240000	16.7	0
Have roles set in Canva as per the user profile for template recommendations Persona templates to remove the clutter - Allow for personalized usage based on customer profile creations (I'm a designer, entrepreneur etc.) Grasp user's choice of colors, templates, and recommend accordingly	Siddhi	Feature improvement	1	Yes	30	2	3	240000	16.7	0
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.	Harshi	Technical enhancement	1	No	32	4	2	256000	18.8	1
Platform integration such as Slack - Integrations- Integrations with platforms like slack would help stickiness of product. PLG	Durga	New Feature	1	No	16	1	2	128000	18.8	0
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 features.	Divyansh	Feature improvement	2	No	32	3	3	256000	18.8	0
Personalized onboarding - guided tours specific to user's needs.	Divyansh	Feature improvement	2	No	16	1	2	128000	18.8	0
Improve the file organization and management feature	Siddhi	Process Improvement	3	No	20	1	3	160000	20	1
Have high quality customer support	Siddhi	Process Improvement	3	No	30	3	3	240000	20	0
Keeping track of how much is the usage for the given user and then recommending them discounts on Pro based on their usage patterns	Siddhi	Technical Enhancement	2	Yes	20	3	1	160000	20	0
Create a public dashboard (like Behance) for people to showcase their designs	Isha	New feature	2	Yes	18	2	2	144000	22.2	1
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.	Harshi	feature improvement	2	No	30	3	4	240000	23.3	1
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. Provide some Pro features to free users for a limited period of time - like during onboarding	Durga	Business	3	No	16	3	1	128000	25	0
Integrate Canva Learning with a social media platform, have a hashtag connected to it. Community building	Harshi	Marketing	3	No	16	3	1	128000	25	0
Referral program	Siddhi	Marketing	1	Yes	20	4	2	160000	30	0
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.	Harshi	Business	3	No	16	3	2	128000	31.3	1
Integration with FB/Google Ads - Design creatives and publish to all Ad platforms from Canva. Get weekly recommendations	Durga	Marketing	1	No	16	4	1	128000	31.3	1
Design hackathons 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	Siddhi	Marketing	1	No	16	3	2	128000	31.3	0
Search feature on the working doc - helps to search for things that might help in improving the design maybe with tags	Harshi	Technical Enhancement	2	Yes	16	1	4	128000	31.3	0
Expand the demographic to incorporate the younger generation, school going children to make school more creative and interesting	Siddhi	Marketing	1	Yes	16	4	1	128000	31.3	0
Target more organizations and schools to quickly expand user base and increase frequency of usage - tie ups or partnerships of some sort	Siddhi	Business	1	Yes	16	4	1	128000	31.3	0
Tailored pricing - Pricing related to needs (business users' subscription) and personal models with custom connectors and integrations for users Mid-tier pricing for more users to get access to limited features	Durga	Business	3	No	12	2	2	96000	33.3	0
make Canva the social media of design - share like comment on designs	Isha	New feature	1	No	12	1	3	96000	33.3	0
Partnership with brands/posts to increase brand awareness	Isha	Marketing	1	Yes	12	3	1	96000	33.3	0
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.	Durga	Business	2	No	12	3	3	96000	50	0
							Total :	11400000		

Buckets	Size (%)	Siddhi	Divyansh	Durga	Isha	Harshi
Technical Enhancements/ Feature Improvement	25%	3	4	2	2	3
Process improvement	5%	2	5	5	5	2
New Features	20%	4	2	3	3	5
Business	35%	1	1	1	1	1
Marketing	15%	5	3	4	4	4

OKR	Number
Expand Canva's Reach	1
Enhance Canva's Personalized Customer Experience	2
Improve Canva's Customer Feedback	3

12 ideas prioritized based on quantitative analysis

Ideas	Team Member	Buckets	OKR	MVP? (Y/N)	Effort (in man weeks)	Business Value	Customer Value	SWAG	Priority	Selected
Start Anywhere Designs - Covert Spreadsheet/table to menus, photographs of text/sketches to marketing material etc. Start on paper or outside Canva	Durga	New Feature	2	Yes	130	1	4	1040000	3.8	1
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Introduce multiple languages for International expansion	Isha	Technical enhancement	1	No	40	3	2	320000	12.5	0
AI powered design suggestions that help users choose the best font, color and layout for their designs	Isha	New feature	2	yes	40	1	4	320000	12.5	0

12 ideas prioritized based on qualitative analysis

Ideas	Buckets	OKR	MVP? (Y/N)	Effort (in man weeks)	Business Value	Customer Value	SWAG	Priority	Priority 2	Selected
Canva integration with Ad Networks - 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	Technical Enhancement	1	No	32	4	2	256000	25	18.8	1
Improve accessibility - Add alt-text for features that will make the platform more accessible. Design truly for everyone in the world	Technical Enhancement	2	No	24	1	3	192000	12.5	16.7	1
Improve the file organization and management feature - Minimalistic and structured interface for storing files on Canva Home page	Process Improvement	3	No	20	1	3	160000	15	20	1
Personal User Profile - Create a public dashboard (like Behance) for people to showcase their designs	New Feature	2	No	18	2	2	144000	22.2	22.2	1
AI powered template generation - Dall-e like feature to generate templates	New Feature	2	Yes	85	1	4	680000	4.7	5.9	1
Start Anywhere Designs - Covert Spreadsheet/table to menus, photographs of text/sketches to marketing material etc. Start on paper or outside Canva	New Feature	2	Yes	130	1	4	1040000	3.1	3.8	1
Pulse feedback - Point-in-time feedback - How was your experience using x today?	New Feature	3	No	24	2	1	192000	8.3	12.5	1
CanvaJam - In site chatting feature - easier collab (build or buy or collaborate)	New Feature	3	Yes	65	4	4	520000	24.6	12.3	1
Integration with FB/Google Ads - Design creatives and publish to all Ad platforms from Canva. Get weekly recommendations	Marketing	1	No	16	4	1	128000	25	31.3	1
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.	Feature Improvement	2	No	30	3	4	240000	40	23.3	1
Rebranding canva products - Make different products within Canva like Canva presentations, Canva Designer etc and make a packaged offering	Business	1	Yes	50	5	3	400000	30	16	1
New Pro Model - 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	Business	3	No	16	3	2	128000	37.5	31.3	1

Prioritization Framework

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

OBJECTIVE	KEY RESULTS
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: Improve Canva's Customer Feedback	Key Result 1: Increase NPS score to 72+ Key Result 2: Increase in positive reviews by 10% (on all the review platforms)
Objective 3: Enhance Canva's Personalised Customer Experience	Key Result 1: Increase in Average revenue per user (ARPU) by 7% Key Result 2: Increase in Conversion Rate (Free users to Pro users) by 10%

BUCKETS	
Buckets	**Size (%)**
Technical Enhancements/ Feature Improvement	25%
Process improvement	5%
New Features	20%
Business	35%
Marketing	15%

TOTAL BUDGET : $5M

PRIORITIZATION FRAMEWORK = (BUSINESS VALUE + CUSTOMER VALUE) / EFFORT

OUR STRATEGY (PRIORITIZATION AND ROADMAP)

1. We each selected 10 ideas from our brianstroming to move into prioritization and after filtering out similar ideas we had a total of 40 ideas.

2. Based on our ideas, we bucketed them into 5 startegic areas: Business, Marketing, New Feature, Feature Improvement/Tech Enhancement and Process Improvement.

3. We allocated resouces as viewed in the above table for each of the 5 startegic areas as per the current state analysis for Canva. As Canva wants to focus on increasing it's conversion rate of free to pro users and not as much on new customer acquisition, we decided to allocate majority of our resources into the business bucket to change our business model for a hgher conversion rate and simulatenously work with introducing new features and tech improvements for our current users. Eventually we plan to move into marketing to focus on new customer aqcuisiton.

4. Business (35%) - Focus on improving the business model to increase conversion rate from Free users to Pro users
Technical Enhancement/ Feature Improvement (25%) - Combined these buckets to improve the existing features to improve user experience on Canva
New Features (20%) - To ensure continuous improvement and value addition of the platform - staying informed of the changing market Marketing (15%) - To expand Canva's reacha and bring more visibility on existing product offerings
Process Improvement (5%) - Reducing complexity of the platform usage for users

5. Quantifying using prioritization framework = (Business Value + Customer Value) / Effort
Where Business Value is the estimated well-being of Canva by measuring concrete and abstract elements such as monetary assets and utility and employee, customer, supplier and societal value and Customer Value is the measure of all the costs and benefits associated with Canva as a product for its customers. The Effort was calculated taking into account various factors, such as salaries, infrastructure, facilities, and other costs associated with each team member, and have arrived at a rate of $200 per hour.
Business Value and Customer Value assigned by the team consensus. Effort is calculated considering weeks taken to complete task and team size

6. We came up with top 12 ideas based on the quantitaive analysis of using the prioritization framework. Next we decided which ideas need an MVP based on their size and risk. We then calculated the SWAG estimate for each of these ideas depening on the effort they needed.

7. Next we analysied our idea qualitatively keeping into consideration:
1. Bucket prioritization
2. Urgency to have it in the market
3. How it complements with other ideas
This is how we landed on top 12 ideas based on our qualitative analysis to include in the roadmap given our strategy for Canva.

8. The prioritization of the roadmap for Canva's development plan was based on the initial focus of increasing the conversion rate from free to pro users. Once the conversion rate has increased, the team will shift focus towards expanding Canva's reach through marketing efforts and introducing new features.

9. Marketing efforts such as integration with ad networks and integration with FB/Google Ads will help to increase the platform's visibility and attract new users. Additionally, process improvements such as improving file organization for users will enhance the user experience and encourage users to continue using the platform, further increasing its reach.

Roadmap

	FY23 Q2			FY23 Q3			FY23 Q4			FY24 Q1			FY24 Q2		
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun

Canva - reimagined

Expand Reach
- Advertising on FB / Google Ads
- Rebranding Canva products
  - MVP Launch
- Integration with Ad Networks

Personalised Customer Experience
- Personal User Profile
- Start Anywhere Designs
  - MVP Launch
- Integration with social media
- Improve accessibility
- AI powered template generation
  - MVP Launch

Improve Customer Feedback
- New Pro Model
- File Organization & Management
- Pulse feedback
- CanvaJam
  - MVP Launch
  - MLP Launch

Legend ■ Release ■ Release milestone