

STRATEGY

MAPPING OUT A STRATEGY FOR DALL-E LIKE RECOMMENDATIONS

Current State

A SNAPSHOT OF WHERE WE ARE

Analysis

1. Canva's template recommendation feature simplifies the design process by providing pre-designed layouts for a wide range of applications based on user needs.
2. Users can search for templates by entering design ideas in the search bar or clicking on suggested layouts to access a wide range of templates.
3. When a user clicks on a template, Canva shows "more like this" recommendations to provide additional options.
4. Canva's collection of elements (photos, videos, graphics) can be added to templates to create custom designs, with some only available to pro users.
5. All templates and elements are drawn from a limited bank of templates available on Canva.
6. Overall, Canva's template recommendation feature is a valuable tool that simplifies the design process and provides a starting point for custom designs with additional customization options.

Opportunities

1. **AI-generated templates:** Canva could use machine learning to generate unique design templates based on customer needs.
2. **DALL-E-like capabilities:** Canva could generate templates from text-based descriptions using deep learning techniques.
3. **Personalization:** Canva could use AI and machine learning to personalize template recommendations for each user.
4. **Real-time recommendations:** Canva could suggest templates based on user behavior while designing in real-time.
5. **Smart search:** Canva could use NLP techniques to generate more accurate search results based on user queries.

Competitor Analysis - Adobe Creative Cloud

- Target audience:** Canva primarily targets non-professional users, such as small business owners, bloggers, and social media enthusiasts. In contrast, Adobe Creative Cloud targets creative professionals, including designers, photographers, and video editors.
- Pricing:** Canva offers a free version of its platform, as well as a paid subscription with additional features. In contrast, Adobe Creative Cloud is primarily subscription-based, with different plans and pricing options depending on the user's needs.
- Feature set:** While both platforms offer a range of design tools and resources, Adobe Creative Cloud offers more advanced features and capabilities that are tailored to professional designers and creatives. Canva, on the other hand, is more user-friendly and accessible to beginners and non-designers. For template search, Canva has a more extensive library of pre-designed templates, while Adobe Creative Cloud offers more customizable options for experienced designers.

Pains and Gains

Discovery	Template recommendation:	Search and filter:	Browse templates:	Difficulty deciding and customizing	Completion
The user discovers Canva and decides to use the platform to create marketing materials for their small business.	The user clicks on the "Templates" section of Canva	The user tries to find a template that matches their business needs	The user decides to browse through the templates one by one	The user finds a template that matches 60% of their requirements	The user eventually completes their marketing materials
Easy to discover	Sees a list of recommended templates based on their business type and industry.	Finds the search and filter options but the results are overwhelming and confusing.	User quickly becomes frustrated with the amount of options and the lack of clear categories or labels.	The user struggle to make a decision and have to spend time customizing it for it to better suit their needs	The user feels that the process was more difficult and time-consuming than expected, and wonders if there's a better platform for their needs.

Tech Implications

- Data and infrastructure:** Implementing a template creation feature similar to DALL-E would require significant computational power and storage to generate and store the large number of possible templates. The product team would need to consider the cost of data storage and the necessary infrastructure to support this feature.
- Algorithm development:** Developing the algorithm that generates templates based on user input would require a team of machine learning engineers and data scientists. The product team would need to plan for the necessary resources and time to develop and refine the algorithm.
- User experience:** One of the key benefits of implementing a DALL-E-like template creation feature would be the ability to create custom designs quickly and easily. However, this feature would need

to be intuitive and easy to use for the average user. The product team would need to invest in user research and design to ensure that the feature is user-friendly.

4. **Integration with existing features:** Canva already has a robust set of design features and templates. The product team would need to consider how the new template creation feature would integrate with existing features and templates.
5. **Maintenance and updates:** Like any complex software feature, the DALL-E-like template creation feature would require ongoing maintenance and updates. The product team would need to plan for the necessary resources to ensure that the feature remains functional and up-to-date.

Overall, implementing a template creation feature similar to DALL-E for Canva would be a significant undertaking for the product team. However, if executed well, this feature could provide a significant

Future State

A VISION OF WHERE WE WANT TO BE

	Purpose	Vision	Mission	OKRs
Product	Democratize design and simplify the process to bring ideas to life	We envision a world where anyone can be a creative genius	Bringing access to high quality design tools and elements to everyone, everywhere	<p>Objective: Expand Canva's Reach</p> <ul style="list-style-type: none"> 1. Increase monthly active users by 5% 2. Increase social media engagement by 10% <p>Objective: Enhance Canva's Personalized Customer Experience</p> <ul style="list-style-type: none"> 1. Increase in Average revenue per user (ARPU) by 7% 2. Increase in Conversion Rate (Free users to Pro users) by 10% <p>Objective: Improve Canva's Customer Feedback</p> <ul style="list-style-type: none"> 1. Increase an NPS score of 72+ 2. Increase in positive reviews by 10%
Feature Specific	Empowering anyone, regardless of their design expertise, to produce high-quality graphics and designs that reflect their vision	We envision a world where users can generate unique and customized designs with ease	Revolutionize the way people create design content by leveraging the power of AI-generated imagery.	<p>Objective: Launch the DALL-E like feature that generates templates for Canva in the next 6 months.</p> <ul style="list-style-type: none"> 1. Develop the DALL-E like feature and integrate it with Canva's existing platform within 6 months. 2. Conduct user testing and receive a positive feedback score of at least 80% for the DALL-E like feature within 8 months. 3. Achieve a conversion rate of at least 10% from free to paid users through the use of the DALL-E like feature within 1 year. 4. Generate at least \$1 million in additional revenue through the use of the DALL-E like feature within the next year. <p>Objective: Improve the user experience of the DALL-E like feature for Canva's users.</p> <ul style="list-style-type: none"> 1. Conduct a survey to identify the pain points and areas of improvement for the DALL-E like feature within 1 month.

			<ol style="list-style-type: none"> 2. Address the identified pain points and improve the DALL-E like feature within 2 months. 3. Achieve an increase in user satisfaction with the DALL-E like feature by at least 15% within 3 months. <p>Objective: Increase the number of users accessing the DALL-E like feature on Canva.</p> <ol style="list-style-type: none"> 1. Conduct a marketing campaign to promote the DALL-E like feature to potential users within 2 months. 2. Increase the number of users accessing the DALL-E like feature by at least 50% within 3 months. 3. Achieve a conversion rate of at least 15% from free to paid users through the use of
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Strategic Plan

A ROADMAP SHOWING HOW WE GET THERE

Customer Plan

Research:

1. **User surveys:** We would conduct surveys with existing Canva users to understand their current design process and gather information on the type of templates they need, their design preferences, and the challenges they face when creating designs.
2. **User interviews:** We would conduct one-on-one interviews with a sample of Canva users to gain a deeper understanding of their needs and challenges. We would ask questions about their current design process, how they use Canva, and what features they would like to see in the template generation feature.
3. **Focus groups:** We would bring together a group of Canva users to discuss and provide feedback on the new feature. They can help identify any pain points or challenges with the feature and provide ideas for improvement.
4. **A/B testing:** We would test different variations of the feature with a small group of users to gather feedback on the user experience and identify areas for improvement.

Go-to Market Strategy:

Step	1	2	3	4
Activity	Develop a landing page: We will create a dedicated landing page for	Email marketing: Create an email marketing campaign targeting existing	Paid advertising: Using targeted advertising on platforms such as Google Ads,	Partner marketing: We shall collaborate with relevant partners such as

	the new feature that explains its benefits, features, and how it works. The landing page would also include a call-to-action that encourages users to try the feature.	Canva users and potential customers who have expressed interest in similar features in the past. We will use compelling subject lines and email content that clearly communicates the value proposition of the new feature.	Facebook Ads, and LinkedIn Ads, we will reach potential customers who are actively searching for quick design tools and templates.	design agencies, printing companies, and other businesses that can benefit from the new feature. They would be offered early access to the feature and we would ask them to promote it to their customers.
Step	5	6	7	
Activity	Social media marketing: We will leverage social media channels such as Facebook, Instagram, and Twitter to create awareness about the new feature. We will use engaging visuals and messaging that resonate with the target audience.	Influencer marketing: We will identify influential users in the design community who can help promote the new feature to their followers. We would offer them early access to the feature and ask them to share their experiences on social media.	Content marketing: We would create helpful content such as blog posts, videos, and tutorials that showcase the benefits of the new feature and how to use it effectively. This will help to establish Canva as a thought leader in the design space and attract new users.	

By combining these go-to-market strategies, Canva can create awareness about the new feature, generate interest among potential customers, and encourage existing users to try it out.

Business Plan

Cost vs Value

The **cost** of implementing the DALL-E like template generation feature for Canva would include hiring additional software engineers, designers, and paying for the necessary technology infrastructure.

The **value**, on the other hand, will be derived from increased user engagement, customer satisfaction, and potentially increased revenue. The value could be quantified by measuring the following metrics before and after the implementation of the feature:

- User engagement: measuring the number of users who use the DALL-E like templates and how often they use them
- Customer satisfaction: measuring customer feedback and ratings on the feature
- Revenue: monitoring if there is an increase in Canva subscriptions and if users are willing to pay extra for access to the DALL-E like templates

MVP:

The MVP for the DALL-E like template generation feature for Canva could be a small set of templates generated using machine learning algorithms. The MVP would test the hypothesis that users will engage with the templates and that the templates will increase customer satisfaction. To test this hypothesis, the MVP should:

1. Develop a maximum of 5 templates using the prompt provided by the user
2. Introduce the feature to a small subset of users (e.g. 5% of Canva's user base)
3. Collect feedback from users about the templates and monitor usage metrics
4. Analyze the feedback and metrics to determine if the templates are increasing user engagement and customer satisfaction

If the MVP test is successful, and there is a positive impact on user engagement and customer satisfaction, Canva can invest in developing more element heavy templates and scaling the feature to the broader user base.

Technical Plan

Service/ Vendor Utilization:

One possibility for speeding up time to market is to leverage the expertise of a service or vendor that specializes in machine learning or computer vision technologies. These providers can help Canva develop and train the necessary models to generate the DALL-E like templates quickly. However, the cost of using such a service/vendor would have to be taken into account when estimating the overall cost of implementing the feature.

Emerging Tech:

There are various emerging technologies that Canva could use to deliver the value of the DALL-E like template generation feature. For example, Generative Adversarial Networks (GANs) or Variational Autoencoders (VAEs) could be used to generate high-quality images that mimic the DALL-E style. Additionally, Natural Language Processing (NLP) techniques could be used to help users describe the type of template they want to create, which could then be generated by the machine learning algorithms. Although, these emerging technologies may require additional research and development, which should be factored into the cost estimation.

Estimation:

The high-level estimation for implementing the DALL-E like template generation feature for Canva would be in the range of \$500,000 - \$1,000,000. This estimate includes the cost of hiring additional software engineers, designers, and machine learning experts, the cost of developing and training the necessary machine learning models, the cost of developing the user interface and testing the feature, and the cost of using a service or vendor to speed up time to market.

Feature Prioritization:

The components of the DALL-E like template generation feature for Canva would be:

1. Machine learning algorithms to generate DALL-E like templates
2. User interface to allow users to select and customize the templates
3. Natural Language Processing (NLP) techniques to help users describe the type of template they want to create
4. Backend infrastructure to store and retrieve the generated templates
5. Integration with Canva's existing platform

Prioritization of these components would be based on the expected impact on user engagement, customer satisfaction, and revenue generation. Therefore, the machine learning algorithms, user interface, and NLP techniques would be the top priorities, as they are the core components of the feature that will provide the most value to users. The backend infrastructure, A/B testing, and integration can be lower priorities and developed later in the process.