THE CANVA COMPANY

CONTENTS

HOW CANVA TURNED A PROBLEM INTO AN OPPORTUNITY

Existing Challenges:

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.

CANVA EMPOWERING THE WORLD TO DESIGN

(MISSION AND VALUES)

Mission :

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

Values:

- Make complex things simple
- Set crazy big goals and make them happen
- Be a force for good
- Empower other
- Pursue excellence
- Be a good human

Brand Philosophies:

- Democratize design
- Make design personal
- Celebrate our community
- Design anything
- Keep it simple
- Do the most we can

CANVA IN THE SPOTLIGHT

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

EDUCATION

- Ready to use templates
- Case Studies
- Community
- Creators Program
- LMS Integration
- Free Teacher Resources

BUSINESS

- Canva's PDF Converter
- Canva Live
- JPG to PDF
- Image Converter
- Sticky Notes
- Free Stock Photos
- Icons
- Stickers
- Add watermark to photo

STATISTICS

2013
Launched

100+
MAUs

10B+
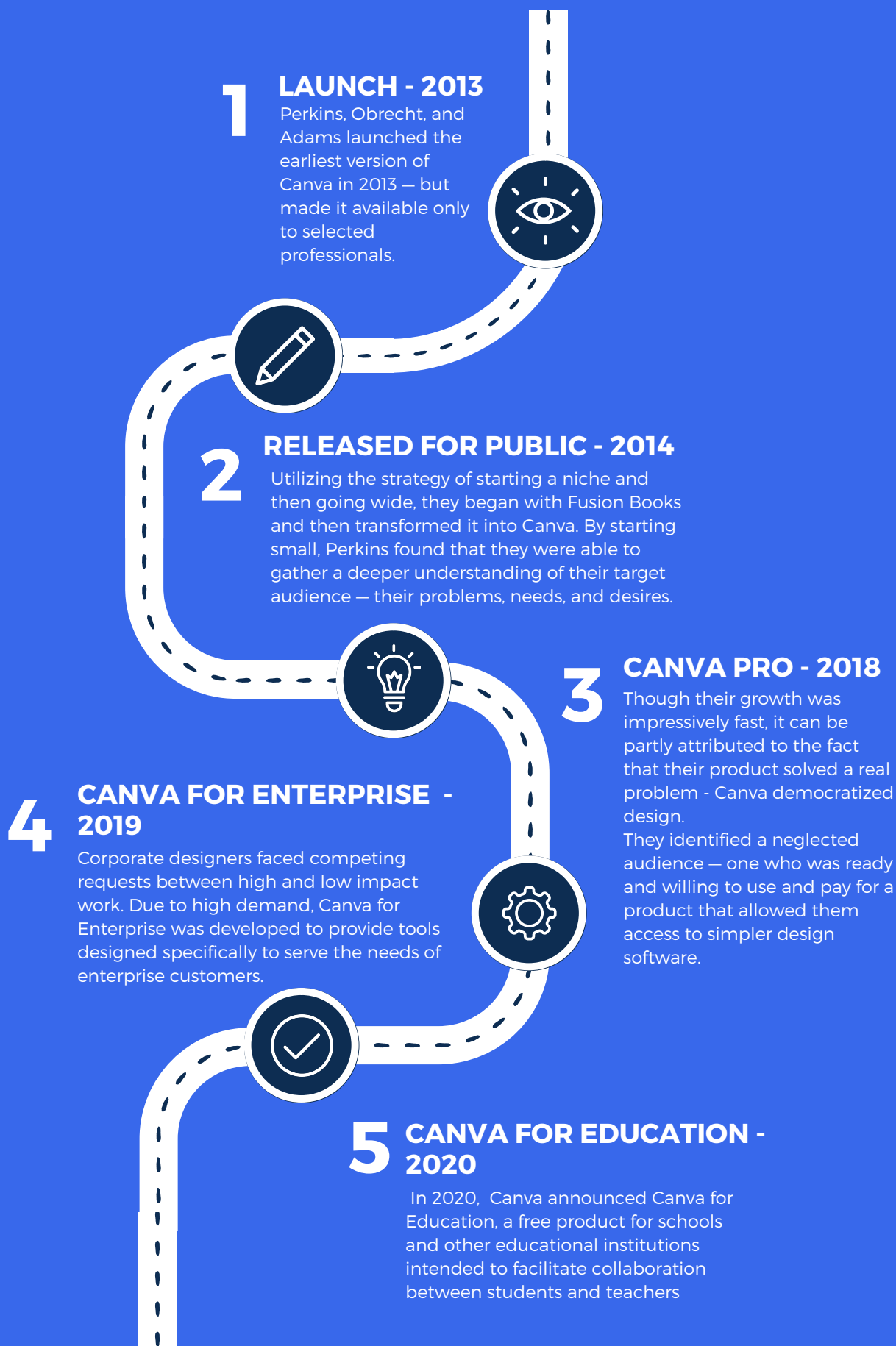Designs Created

190
Countries

100
Languages

2K+
Employees

THE RISE OF CANVA

(PRODUCT ROADMAP AND HISTORY)

TIMELINE

1 LAUNCH - 2013

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

2 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.

3 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.

4 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.

5 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

Canva makes money primarily from its subscription model.

Canva Pro

Priced at **$12.99/month** or **$119.99/year**, with Canva Pro a user gets additional features like the ability to create a brand kit, 1000+ readily available fonts, unlimited folders to save your work, access to premium animations and priority support.

Canva for Teams

The pricing for this subscription model varies according to the number of members you want to include in your team.
The prices are as follows:

Team of 2-5 people: **$14.99/month** or **$149.90/year**

Team of 10: **$87.49/month** or **$874.90/year**

Team of 25: **$307.99/month** or **$3079.90/year**

Team of 50: **$642.49/month** or **$6429.90/year**

WITH CANVA, YOU PAY FOR WHAT YOU NEED

Canva Print

With Canva Print, you can get your designs printed on shirts, business cards, posters, post cards, flyers, among others and get them shipped to 30 countries.

Design School

With Canva's Design School, creators can take workshops on how to create better on Canva. The fee for the classes start as low as $5.

Marketplace

Users that are not subscribed to either the Pro or Teams plan can purchase premium designs for one time usage as well.
Canva takes home only **35%** of these sales; the rest is shared among the creators.
For content sold in the Pro subscription, the royalty rate paid to contributors is **50% of net revenue** earned by the Pro plan
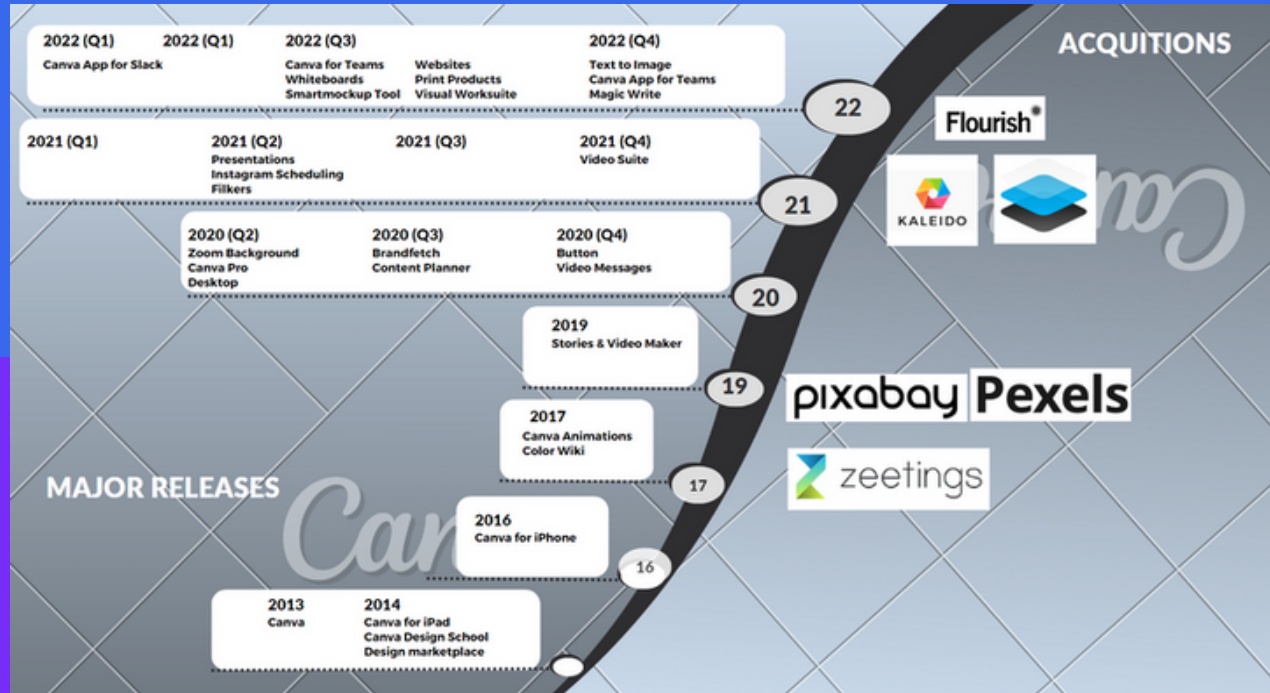
THE MARKET IS REPLETE WITH COMPETITORS

Value Proposition: Tools like PowerPoint and Slides mainly offer their users the option to create quick presentations or reports. Creativity takes a back seat and utility leads

Value Proposition: Tools like Snappa and PicMonkey allow their users to edit images on their platform to enable them to market themselves better

PRESENTATION

PHOTO EDITING

Adobe Creative Cloud offers services in both the Photo Editing and Design buckets.

DESIGN

Value Proposition: Tools like Figma and Miro let the users make the design process collaborative

... AND YET VERY FEW OFFER EVERYTHING CANVA DOES

CANVA TURNING IMAGINATION INTO REALITY

(Speed to market)

It is about how soon a conceived idea can be delivered to the market. But for Canva, its also about having right product at the right time with right people to build designs. Be it by organic development, acquisitions or partnerships
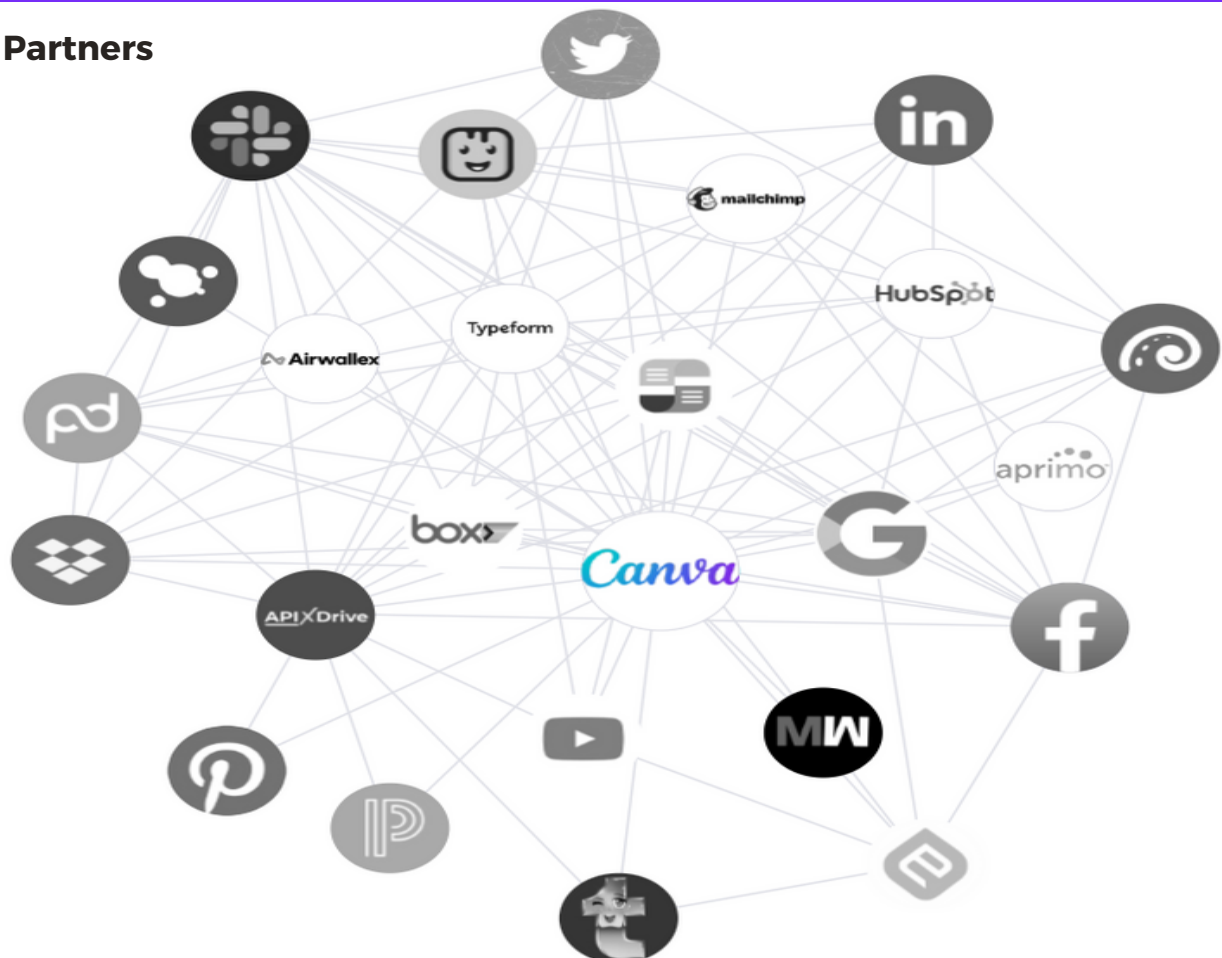
MOST INNOVATIVE DESIGN COMPANY

(Speed to market)

Canva has weekly releases, Minimum Viable Product releases, Micro Services, Modular applications, Monorepo strategy that result in greater agility and speed to market. However, Team's values and practices determine the speed to market

Canva is named #1 world's most innovative companies in the design category by Fast Company

Product Team Values

- Focus on Product Management and Growth
- Define Clear Strategy and Roadmap
- Discovery using Jobs-To-Be-Done Framework
- Recognize Big Picture
- Communicate, collaborate and compromise

Engineering Team Values

- We are constantly learning
- Focus on the user
- Aim for pragmatic excellence
- Ship early, ship often
- Take time to teach each other
- Validate the problem, embrace rethinking
- Evaluate ideas based on the merit-trust
- Keep testing ideas
- Constantly improve engineering

Practices
- To achieve sustainability in delivery
- Eliminate the tribal knowledge
- Work efficiently as Team

- Monday Planning
- Design Docs
- Code Reviews
- Style Guides
- Release Cycles

Problems

- Seeing from the lens of the founder
- Establishing practices for long term sustainability
- Too many feathers in the hat to make it difficult to focus on depth
- Lack of clarity in identifying the top 3 competitors in the market
- Global delivery presence for the size of the company

CANVA'S TARGET AUDIENCE

(CUSTOMER PERSONAS)

	Max the student	Samantha the Small Business	Dr. Emily the Education
Bio (Persona, age, occupation, education, and income)	**Max the student** 20 years old Full-time student Pursuing a bachelor's degree in a creative field. Limited budget, relies on student loan and part-time job	**Samantha the Small Business** Owner 32 years old Sells home-baked desserts online. Bachelor's degree in business Limited budget for marketing and design expenses	**Dr. Emily the Education** Professor 40 years old Full-time education professor at a university PhD in Education Average salary for a university professor
Goals	To submit high-quality assignments on time with minimal effort and stress	To attract more customers, increase brand awareness, and establish a consistent brand image on social media and other marketing materials.	To engage and educate her students effectively, create visually appealing and informative presentations, and establish a professional image in the academic community.
Challenges	Balancing school work with a part-time job, limited design skills, and limited time	Limited resources to hire a professional designer, limited design skills, and busy schedule managing the cafe/restaurant.	Balancing the demands of teaching and research, limited design skills, and time constraints with preparing lessons and grading assignments.
Values	Creativity, efficiency, and simplicity	Cost-effectiveness, efficiency, and a professional brand image.	Effectiveness, professionalism, and simplicity.
Technology used	Proficient in Microsoft Office, uses a personal laptop for school work, and frequently uses online resources for research and inspiration.	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.	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	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.	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.	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 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.	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.	A platform that allows for the creation of visually appealing and effective presentations with minimal effort and time. The platform should offer customizable templates, variety of design elements, and easy-to-use features that support her goals of engaging her students and maintaining a professional image in the academic community.

HOW USERS INTERACT WITH CANVA

(USER JOURNEY AND TOUCHPOINTS)
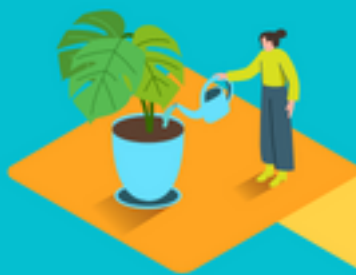
Awareness

Alexis is a freshman and plans to be on the top of all her assignments and make a great first impression with her professors at school.

Touch Point 1

Got introduced to Canva as a design tool by her new friend at school

Touch Point 2

Searches for Canva on browser and creates a free account

Consideration

She never saw herself much of a creative person and felt like she had to try really hard to use the existing tools to design presentation for in-class submissions.

Touch Point 1

Choose a template from an exhaustive list and selects the option to customize the template

Touch Point 2

Edit the template to meet your own needs by replacing the placeholder content

Service

Alexis loved how Canva made her feel at ease with it's easy to use navigation and the numerous template options to choose from for her next assignment.

Touch Point 1

Adds images by using the elements feature from Canva's 'elements' library

Touch Point 2

Uses share the design feature to download in a PDF format from a varied choice of formats for the assignment

Advocacy

She was appreciated by her professor for how well she put forth her creativity in something so simple. She loves Canva and can't wait to explore everything it has to offer.

Touch Point 1

Prof presents her work in class as an example of a great presentation
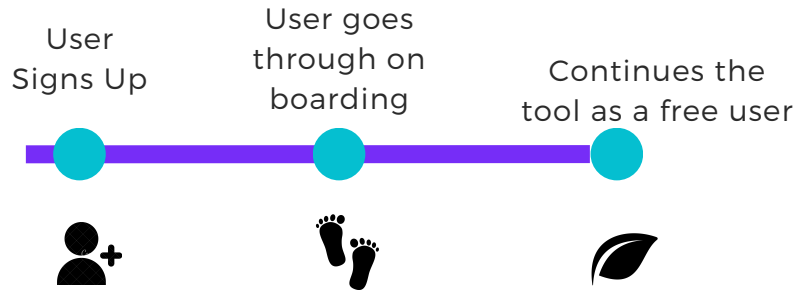
Touch Point 2

She is very happy and can't wait to explore more of Canva and tell her friends about it
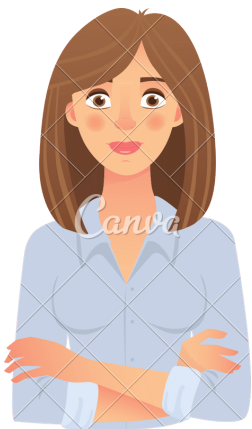
WHAT OUR USERS FEEL ABOUT CANVA
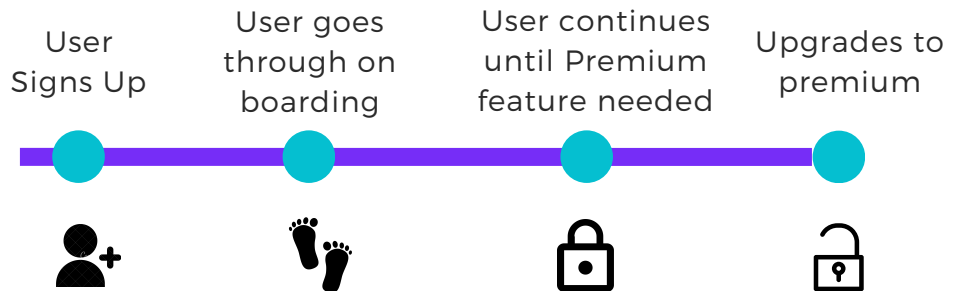
(USER EXPEREINCE AND SATISFACTION)

**Max
The Student**

User
Signs Up

User goes
through on
boarding

Continues the
tool as a free user

Max feels neutral about the product

**Samantha
The Small
Business Owner**

User
Signs Up

User goes
through on
boarding

User continues
until Premium
feature needed

Upgrades to
premium

Samantha is somewhat satisfied with the product

**Dr. Emily
The Education
Professor**

User
Signs Up

User goes
through on
boarding

User upgrades
premium
immediately for
features

Continues as
a Business
user (for
school)
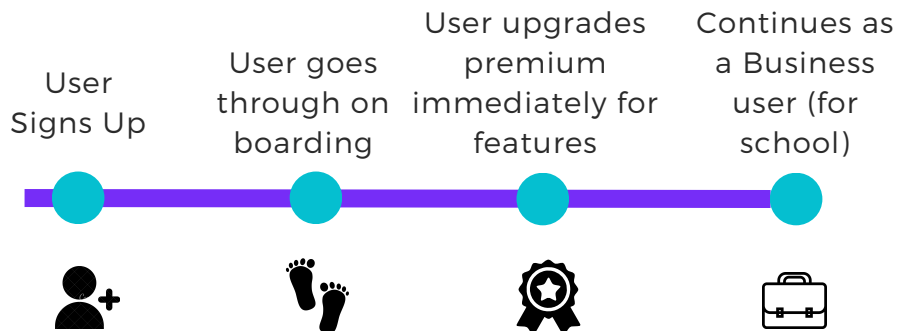
Dr. Emily is highly satisfied and would love to
recommend it to others.

METRICS THAT MATTER TO CANVA

NORTH STAR METRIC

Monthly Active Users

Canva has crossed over **100M** monthly active users as on Nov 2021, of which ⅔ are **paid subscribers**.

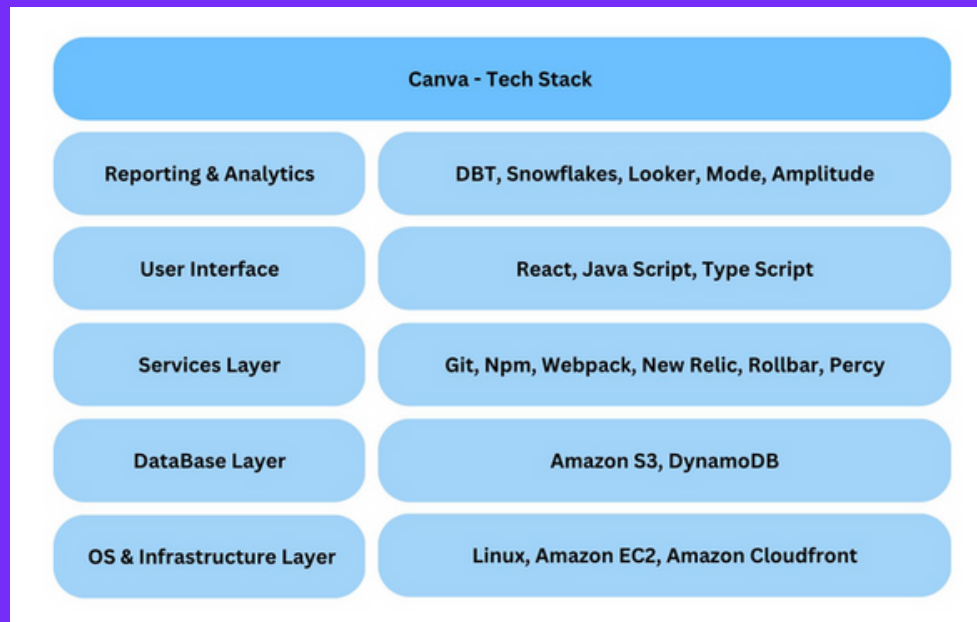|	Key Performance Indicators	Why These Matters
AWARENESS & ACQUISITION How efficient & predictable is current sales funnel	• Monthly new website visitors • Visits to signups ratio • Daily & Monthly new signups • Cost of customer acquisition (CPA) • # of new customer per channels • Signup rate on app & website	Canva is in the growth stage, and therefore their primary goal is new customer acquisition. These KPIs help them measure the success of their existing acquisition channels & optimize their strategy.
ENGAGEMENT & HAPPINESS How much the customers engage & love Canva	• Daily & Monthly Active Users • Net promoter score (NPS) - 28 • Customer engagement score • Feature adoption rate • Customer satisfaction score	Since Canva has multiple offerings, the company closely measures the performance & impact of each tool. This helps in wisely allocating resources to different services.
GROWTH & REVENUE How many customers are willing to pay & our growth	• Monthly Recurring Revenue (MRR) • MRR growth rate • Churn rate • Customer lifetime value (CLTV) • CPA / CLTV value • Revenue churn rate	Along with growth of customer base Canva also focuses on the growth of the company and its employees. These metrics help them ensure that the business is growing over time.
RETENTION How long customers are willing to stay with Canva	• Net retention rate • Repeat purchase rate • Customer health score • Cohort churn rate • Cumulative cohort revenue • Customer satisfaction score	To keep their monthly active users on the higher side, Canva is working hard to retain their existing customers. These metrics help them measure retention & reducing churn

CONTINUOUSLY SCALING TO MEET THE GROWING DEMAND

(TECHNOLOGY ARCHITECTURE)

- Canva is designed with a microservices architecture, where most services focus on managing different resources such as users, documents, folders, and media. Each service operates independently with its own API and data storage, managed by a dedicated team of engineers.

- Canva uses Amazon EC2 G3 instances for image processing, optimized for graphics-intensive applications with powerful GPU capabilities. The G3 instances help Canva with its filtering function, preparing filtered images for export.

Canva - Tech Stack	
Reporting & Analytics	DBT, Snowflakes, Looker, Mode, Amplitude
User Interface	React, Java Script, Type Script
Services Layer	Git, Npm, Webpack, New Relic, Rollbar, Percy
DataBase Layer	Amazon S3, DynamoDB
OS & Infrastructure Layer	Linux, Amazon EC2, Amazon Cloudfront

- The company stores vast data in Amazon S3, which also acts as a data lake. To incorporate machine learning functions into the app, engineers are now using the central storage in S3 for data analysis.

- The data analytics platform at Canva gathers and processes data from various external sources, internal services, and uses a service-aligned solution (Amazon S3, Fivetran and Snowflakes) to organise resources in service domains efficiently.
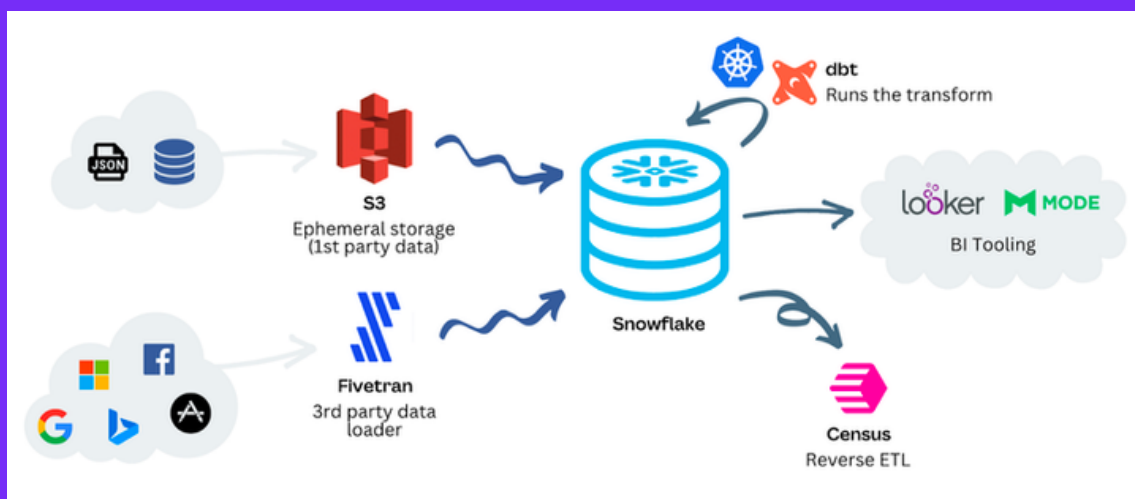
THE STACK THAT HELP CANVA GROW

(Stack Health and Service Monitoring)

With 100 million monthly active users across 190 countries, over 5 billion designs and creation of 150+ designs per second, Canva needed a way to support the storage and processing needs of fast-growing consumer base.

Highlights of Tech Stack

- Ideal for continuously innovating organization
- Cloud Computing has been first choice
- Opted for Multi-Cloud with AWS as the major choice
- Use of ML/AI solutions for better engagement
- Use of Forums, Clubs
- Monorepo strategy for CI/CD in a DevOPS environment
- Use of AWS Professional Services
  - for threat detection
  - Greater visibility
  - Better Control

Problems

- Integration issues in a multi cloud environment
  - Inconsistencies
  - Inherent risks and security vulnerabilities
  - Configuration diversity
  - Artificial constraints on product development
- Problems with AWS infrastructure
  - Inability to support portability
  - limitation of caching in load balancing

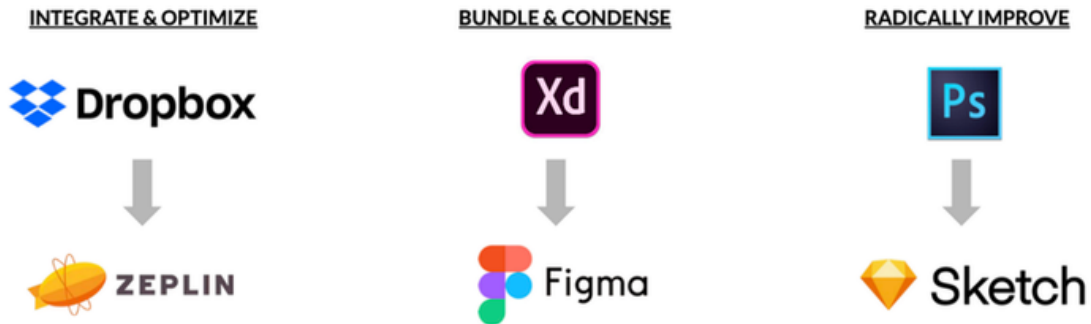| Operational Excellence	Security	Reliability	Performance Efficiency	Cost Optimization

THE FUTURE OF DESIGN TOOLS

INTEGRATE & OPTIMIZE

Dropbox → ZEPLIN

BUNDLE & CONDENSE

Xd → Figma

RADICALLY IMPROVE

Ps → Sketch

#1: Focus on bottom-up sales motion

Designers tend to be early adopters of new design tools, which can lead to its adoption at the enterprise level. The most successful design tools will be those that focus on building user love, have low monetary switching costs, a marginal improvement in overall team efficiency, short employee onboarding and training length.

#2: Integrate, bundle, or improve design processes

Design tools add value in one of three ways: integrating into and optimizing current workflows, bundling and condensing more parts of a workflow, or radically improving part of the design process. The most successful design tools of the future will be those that fall into one of these categories.
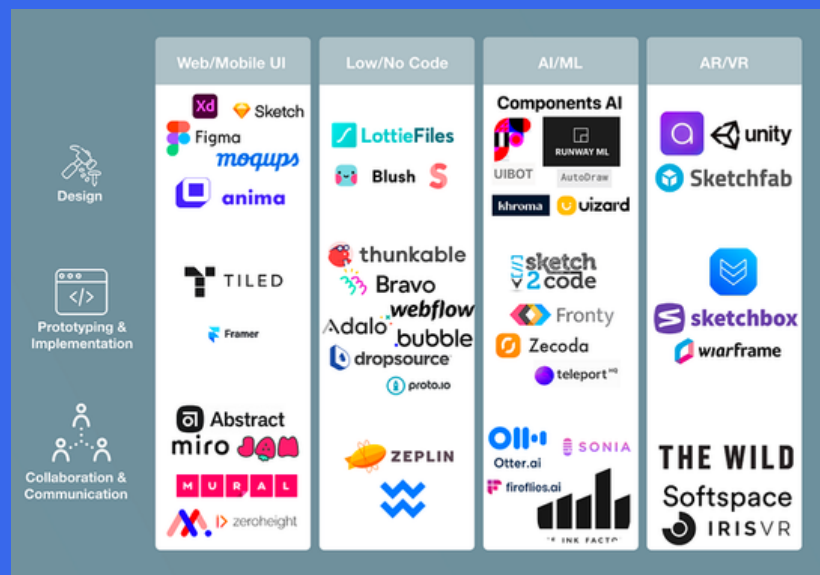
#3: Balance technology and creative autonomy

Future of design tools will be centered around those that balance technology and autonomy. Tools that empower designers to incorporate AI/ML into their workflows without dictating their overall direction or those that allow designers to filter and quickly cycle through outputs while preserving creative freedom will likely dominate the next wave of design tools.

CANVA, EMBRACING AI TO MAKE THE PRODUCT BETTER

Magic Write

Magic Write is an AI-powered copywriting assistant in Canva Docs.

Magic Write is a powerful writing tool designed to help users improve their writing. It offers an array of features that help writers compose better sentences, come up with creative ideas, and organize their thoughts. It also provides a range of writing tools such as a spelling and grammar checker, character and word counter, and a thesaurus. Magic Write is a great tool for students, professionals, and anyone who wants to enhance their writing skills.

This prompt is written with the help of - you guessed it **MAGIC WRITE!**

Text to Image

Once you've entered your words, rather than combining existing images, Text to Image creates entirely new ones from scratch. From practical descriptions to whimsical concepts, Text to Image can create one-of-a-kind images, with the click of a button.

With Text to Image, you can create and edit an image without ever having to leave Canva – no other subscriptions or tools are needed to power your creative workflow. From dreaming up initial concepts to creating new assets for any design, editing them in your own way, then sharing them with the world, Text To Image can be leveraged every step of the way to see your projects through.

Image generated by **Text-to-Image** on Canva for the prompt:
Kangaroo holding an award

DISCOVERY OF OPPORTUNITIES FOR CANVA

- In spite of having unique offerings in all the presentation, photo editing, and design services, Canva is not marketed enough. Invest in brand awareness.
- Canva can attract designers by fixing the alignment problem and introducing advanced features that can help designers in professional designing. This will increase the customer base of Canva and improve its reputation.
- Like every subscription-based SaaS company, Canva can offer attractive plans and features to attract more users so the company can grow further.
- Adopt Bespoke Horizon infrastructure Distribution and optimize the costs
- True Multi-Cloud Model with Edge computing and infrastructure control
- Integrate analytics for service users to arrive at cost optimization
- Speed-to-market opportunities include
  - Composable business applications
  - Engage partners for development
  - Intrapreneurship opportunities
  - Low code/No code utilities
  - Implement customer journey-based fusion teams