

Ideation Phase

Define the Problem Statements

Date	31 oct 2023
Team id	
Project	Building a Website Using Canva

Customer Problem Statement Template:

In today's digital age, a compelling online presence is crucial for businesses and organizations to effectively reach their target audience. A well-designed website not only serves as a virtual storefront but also conveys a brand's identity and message. Our organization recognizes the importance of establishing an engaging online platform to showcase our products/services, share information.

Problem Description:

The challenge we face is to create a visually appealing website that effectively communicates our brand identity, engages our audience, and conveys our message. While we acknowledge the importance of having a strong online presence, our team lacks the graphic design expertise and resources to produce the high-quality visual elements required for an outstanding website.

Proposed Solution:

To address these challenges, we propose using Canva, a user-friendly graphic design platform. Canva provides a versatile and intuitive toolset that allows our team to create custom graphics, banners, and visual elements that align with our brand's identity. By incorporating Canva into our website development process, we aim to streamline the design phase, save time, and ensure visual consistency.



CHALLENGES FACED WHILE BAKING A CAKE

DESERTS & DONUTS

Cakezilla Bites

GET READY TO EAT SLICE OF HEAVEN
FROM JAN 1, 2024

[Shop Online](#)

A photograph of a glass display case filled with a variety of donuts and pastries. The pastries are arranged on wooden trays and include different flavors like chocolate, vanilla, and fruit. Some are topped with sprinkles or chocolate glaze. The background shows a kitchen setting with a wooden bowl and other baking tools.