

Project Design Phase — Part 2

Solution Architecture

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

Introduction:

Provide an overview of the website's structure and key components. List the technologies you plan to use, including web development frameworks, hosting, and databases. Mention Canva as the primary design tool. Use Canva to create wireframes and mockups of the website's layout. Design the site's color scheme, typography, and branding elements. Ensure the design is user-friendly and responsive for different devices. Create or source the text, images, videos, and other media for the website. Optimize media for web use (e.g., image compression). Plan the site's information architecture and navigation. Choose a website builder or CMS (Content Management System) compatible with Canva, like WordPress.

Customer Requirement:

Use Canva to create visual journey maps that represent the user's path through your website. Highlight touchpoints, pain points, and key interactions. Plan the content to be displayed at each stage of the journey. Create wireframes or mockups for key pages using Canva. Design a clear and intuitive navigation structure in Canva. Identify and create user personas to understand your target audience. Gather insights on user preferences, behaviors, and pain points. Develop user stories that outline specific scenarios and interactions on the website.

Requirements Solutions :

Define the purpose of your website and what you want to achieve with it. Identify all the touchpoints users will have with your website, from initial awareness to post-purchase support. Develop scenarios that represent typical user interactions with the website, including different stages of their journey.

Determine what data you will track to measure success, such as conversion rates, bounce rates, or engagement metrics. Canva offers various design elements and templates that can be used to create a visually appealing customer journey map. Make sure you have a sense of the design elements you want to use. Define the content that will be present at each stage of the journey. This includes text, images, videos, and other media. If you're working in a team, ensure that everyone has access to the Canva project and can collaborate on the map.

