

INTRODUCTION

1.1 OVERVIEW

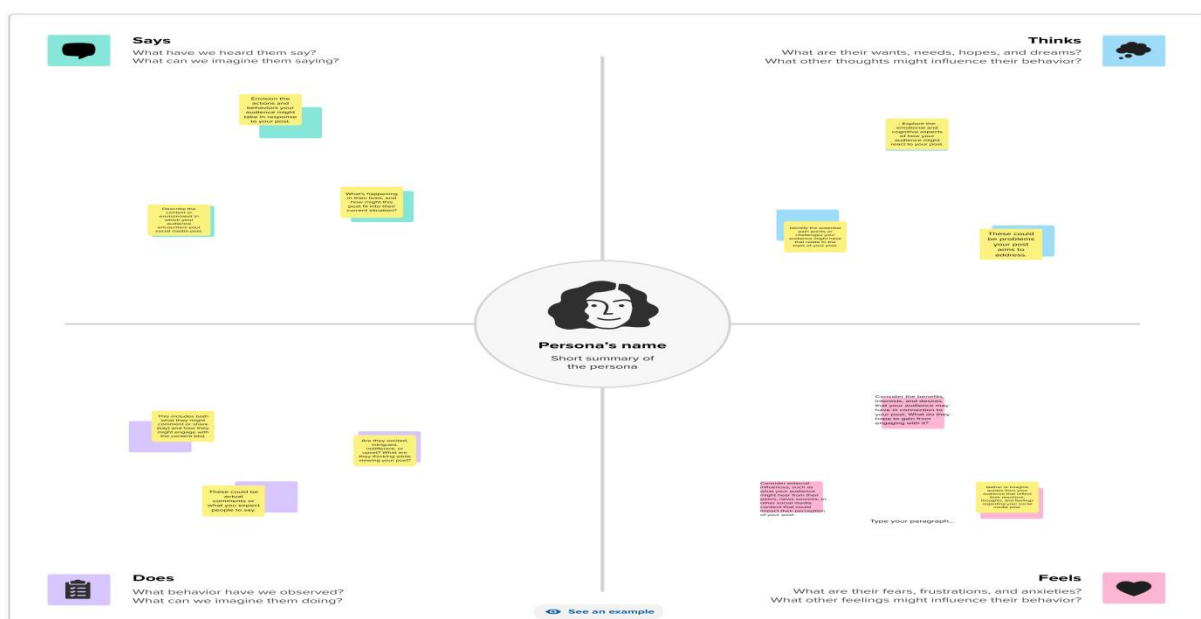
Remember to be authentic, share valuable content, and keep your audience's interests in mind to make your social media post effective and engaging!

1.2 PURPOSE

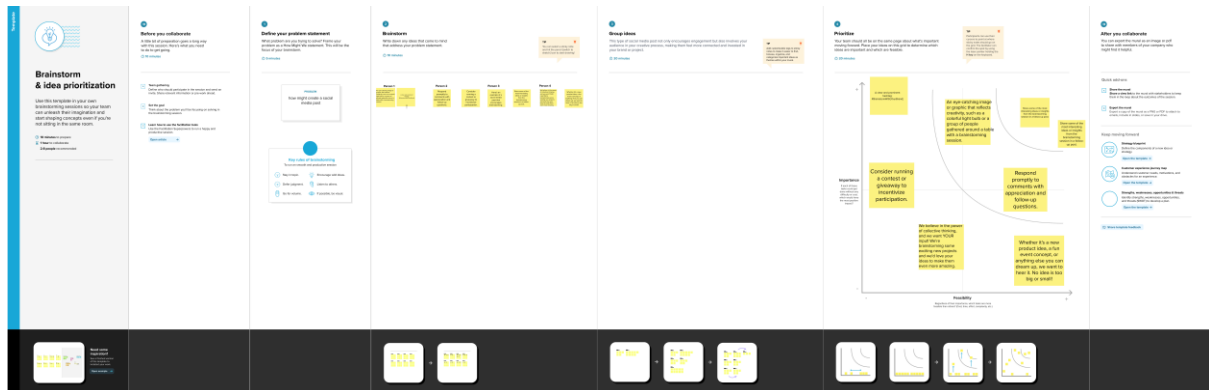
To raise awareness and inspire action on World Environment Day.

2.PROBLEMS DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 BRAIN STORM



3. Result



4. ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- Easy of use
- Templates
- Customization
- Image library
- Collaboration
- Export options

DISADVANTAGES

- Limited customization
- Branding challenges
- Costs
- Over use of templates
- Learning curve
- Limited offline use

CONCLUSION

Canva is a valuable tool for creating social media posts, especially for individuals and small businesses with limited design resources. However, it's important to be aware of its limitations and the potential for designs to lack uniqueness when relying heavily on templates.