

Project Title : Building A Website Using Canva

1.INTRODUCTION

1.1 OVERVIEW

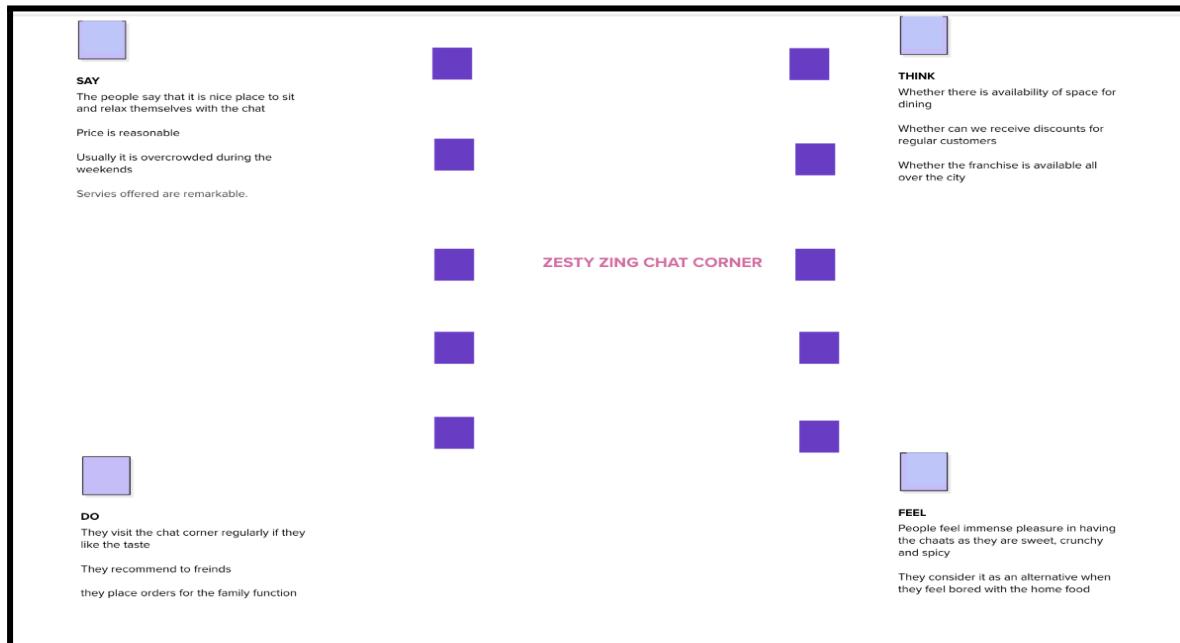
Creating a website with Canva is a user-friendly process, offering a wide range of features. After selecting a template that aligns with your website's purpose, you can easily customize it using Canva's intuitive drag-and-drop interface. Canva provides the flexibility to add and edit text, images, design elements, and even integrate e-commerce features, making it suitable for small online stores. Furthermore, the platform supports mobile optimization and SEO settings. Canva also encourages real-time collaboration, allowing multiple team members to work on the website simultaneously, making the design and content creation process a breeze. With Canva, you have creative freedom and can easily maintain and update your website as needed, making it a versatile and user-friendly choice for creating visually appealing websites without extensive coding or design skills.

1.2 PURPOSE:

Creating a website using Canva is versatile, serving a range of purposes. It's ideal for personal portfolios, making it perfect for artists and creatives. Small businesses can establish an online presence efficiently, while bloggers and content creators use Canva for visually engaging blog sites. Event promotion and online stores benefit from its user-friendly interface. Educators find it practical for sharing educational materials, and nonprofits can raise awareness for their causes. Canva websites are also perfect for launching creative projects, building professional portfolios, or personal branding, making it an accessible and visually appealing platform for various personal, professional, and business needs.

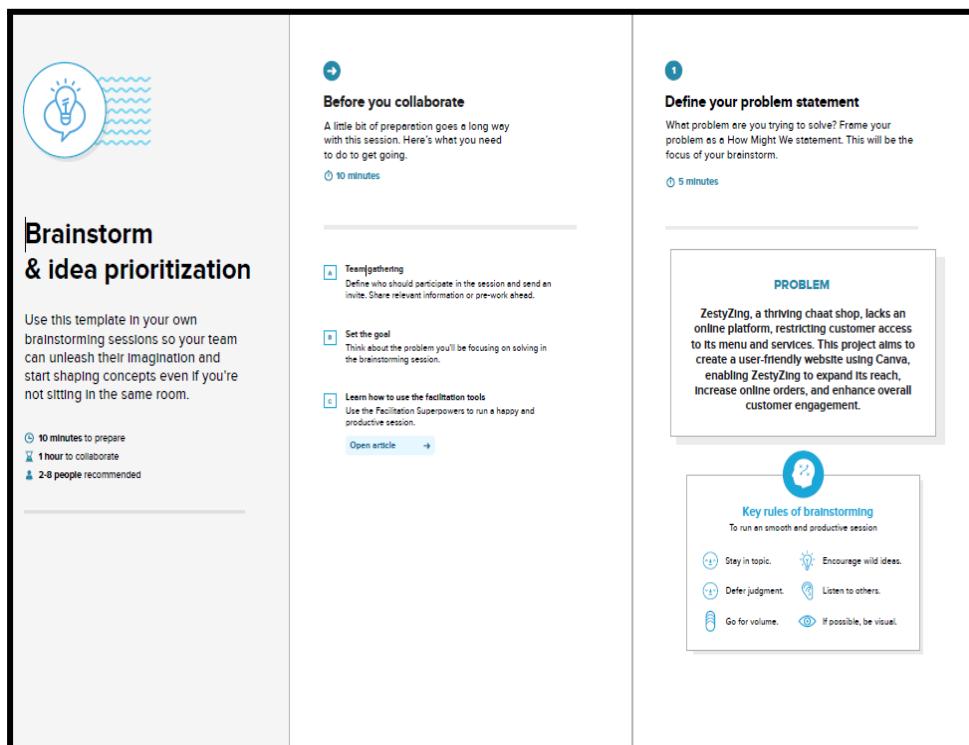
2 PROBLEM DEFINITION AND DESIGN THINKING:

2.1 EMPATHY MAP:



2.2 IDEATION AND BRAINSTORMING MAP

Step 1: Team Gathering, Collaboration and select the problem statement:



Step 2: Brainstorm, Idea Listing and Grouping:

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Salipriya P	Srividhya G	Selvakkumaran P.A
Use a primary color palette of bold and bright hues, creating a visually stimulating experience for visitors.	Blend traditional Indian patterns with modern typography and illustrations.	To add Contrasting colors for call-to-action buttons and important elements to make them stand out and attract attention.
Adding catchy headlines to make the website more customer friendly.	Add facebook and the blog icons that link to various social media page.	Provide detailed descriptions for each dish, highlighting key ingredients, and flavors.
		Integrate icons representing various chaat ingredients, utensils, or Indian cultural elements to enhance visual appeal and reinforce the theme.
		Add buttons in various section of the website to stimulate an action.
		Implement an interactive menu where customers can hover over menu items to view.
		Include the working hours of the shop.
		Integrate live social media feeds directly onto the website.
		To check the entire performance of the website and check the responsiveness.

Muhammed Rumeen

Choose a catchy and stylish name for the chaat shop	Incorporate high-quality images of chaat dishes, showcasing their colors, textures, and freshness to entice visitors.
Build a hero section for the website.	Include the various menu items in a presentable way for the user.

Step 3:Idea Listing and Grouping

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Colours and UI

Use a primary color palette of bold and bright hues, creating a visually stimulating experience for visitors.

Blend traditional Indian patterns with modern typography and illustrations.

Hero section and Title

Build a hero section for the website.

Adding catchy headlines to make the website more customer friendly.

Choose a catchy and stylish name for the chaat shop

Images

Incorporate high-quality images of chaat dishes, showcasing their colors, textures, and freshness to entice visitors.

Integrate icons representing various chaat ingredients, utensils, or Indian cultural elements to enhance visual appeal and reinforce the theme.

Buttons

To add contrasting colors for call-to-action buttons and important elements to make them stand out and attract attention.

Add buttons in various sections of the website to stimulate an action.

Menu

Implement an interactive menu where customers can hover over menu items to view.

Include the various menu items in a presentable way for the user.

Provide detailed descriptions for each dish, highlighting key ingredients, and flavors.

Performance

To check the entire performance of the website and check the responsiveness.

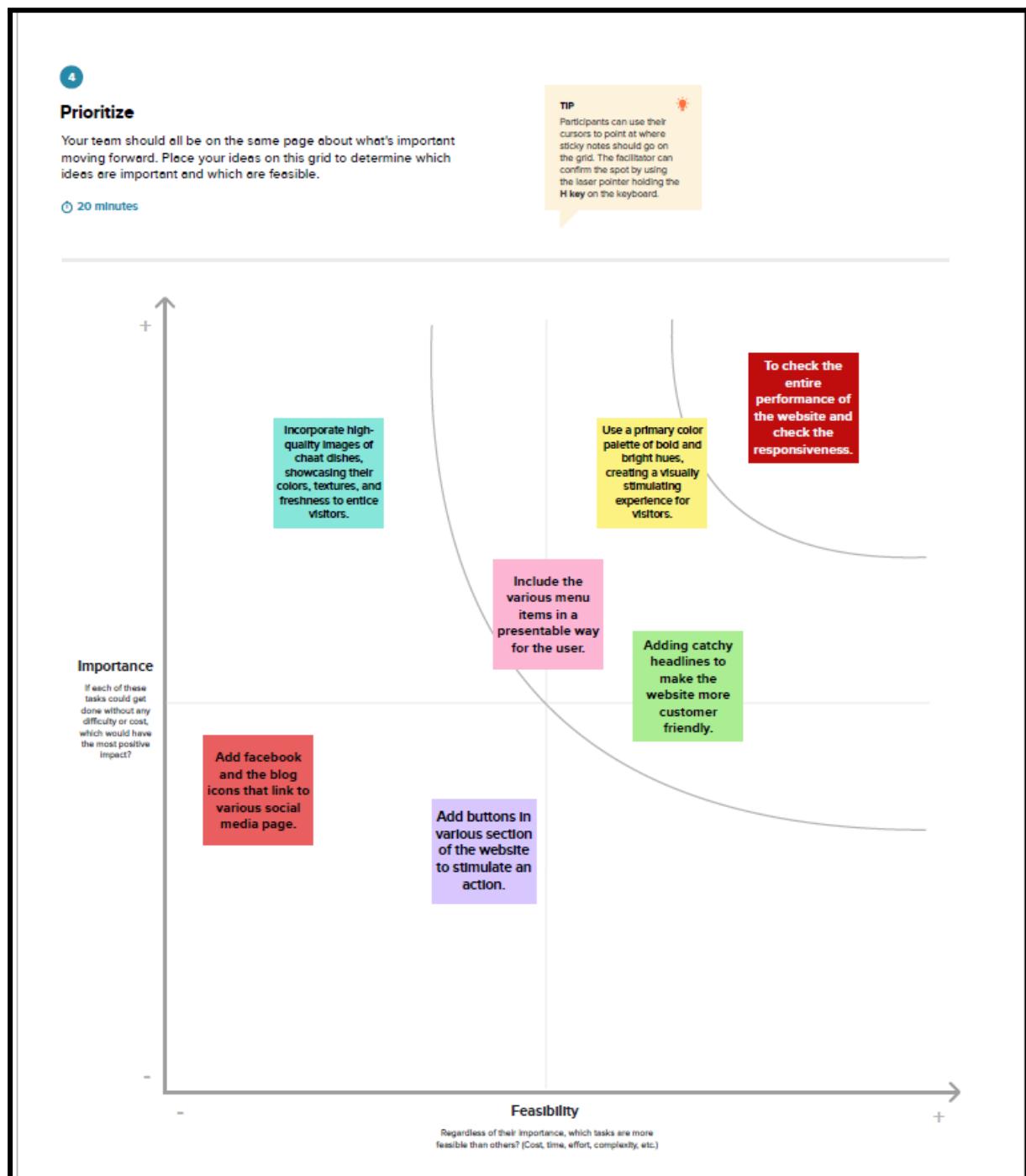
Working time and social media Icons

Include the working hours of the shop.

Integrate live social media feeds directly onto the website.

Add facebook and the blog icons that link to various social media pages.

Step 4:Idea Prioritisation:



3. RESULTS



* * *

Delicious fast food done right

Experience a tangy bite ASAP!

The bottom half of the image has a dark green background. On the right side, there is a photograph of a wooden steamer basket filled with steamed buns. To the left of the photograph, the text "Delicious fast food done right" is written in white, with a yellow swoosh underneath. Below this, a pink button-like shape contains the text "Experience a tangy bite ASAP!". The corners of the image have decorative green leaf and star patterns.

The Zesty Zing Chaat Corner



Yummy!!



Mouth Watering!!



Luscious!

Zesty Zing Chaat - Crowd Favorites

The Original Pani Puri

Made with a juicy 100% plant-based burger patty

The Unexpected Classic Veggie Pizza

Our plant-based take on the fast food staple

The Z&Z Spl Oreo Milkshake

Served with our secret chocolate sauce

Special Rasgulla Falooda

Savoring the Sweetness of Tradition, One Rasagulla at a Time.

Ragda Pattice

A guilt-free alternative to the classic comfort food

Homemade Vegan Ice Cream

Cap things off with a cold treat



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4. ADVANTAGES AND DISADVANTAGES OF THE PROPOSED PROJECT

Advantages:

1. Creating a website on Canva is relatively straightforward.
2. Canva offers a wide variety of templates for different types of websites, such as personal portfolios, business websites, and e-commerce sites. This can save you time and effort in the design process.
3. You can customise the templates to match your brand or personal style. Canva provides drag-and-drop functionality for adding elements like text, images, and videos.
4. Canva allows integration with other design tools, like Adobe Creative Cloud and Figma, and offers the ability to embed content from external sources, such as YouTube videos and social media feeds.
5. Canva offers both free and paid plans, making it a cost-effective option for individuals or small businesses looking to create a website without a significant upfront investment.

Disadvantages:

1. Canva's website builder is relatively basic compared to dedicated website builders like WordPress, Wix, or Squarespace. It may not be suitable for complex or feature-rich websites.
2. Canva's website builder has limited SEO capabilities compared to platforms specifically designed for website creation. This can affect your site's search engine visibility.
3. Free Canva plans may require you to display the Canva logo on your website, which can be a drawback for those looking for a fully branded and professional website.
4. Canva's website builder may not be the best choice if you plan to expand and add more advanced features to your website in the future.
5. While Canva does support e-commerce features, it is not as robust as dedicated e-commerce platforms like Shopify or WooCommerce.
6. Canva hosts the website for you, which means you have limited control over hosting, server performance, and the ability to migrate your website to another hosting provider.
7. If you decide to move your website to a different platform or hosting provider, you may face challenges in exporting your Canva-built website, as it may not provide standard export options.

5. APPLICATIONS:

Building a website using Canva can be used for various applications, including:

1. **Personal Portfolios:** Canva is great for artists, designers, photographers, and creatives to showcase their work and talents in an online portfolio.
2. **Small Business Websites:** Small businesses can create an online presence to provide information about their products, services, and contact details.
3. **Blogs and Content Sharing:** Bloggers and content creators can design visually appealing blog sites, integrating written content with engaging graphics and images.
4. **Event Promotion:** Canva websites are handy for promoting events, such as weddings, conferences, or local gatherings, allowing users to share schedules, registration forms, and venue details.
5. **Online Stores:** Small online stores or those selling a limited range of products can use Canva to display their merchandise attractively.
6. **Educational Resources:** Educators can utilize Canva to build websites for sharing course materials, class schedules, and educational resources, facilitating online teaching and learning.
7. **Nonprofit and Cause Promotion:** Nonprofit organizations can raise awareness and support for their causes by sharing stories, images, and donation links through Canva websites.
8. **Creative Projects:** Canva is ideal for launching creative projects like crowdfunding campaigns, art exhibitions, or book launches, providing an online hub for project details and updates.
9. **Professional Portfolios and Resumes:** Canva's templates are suitable for building professional portfolios and resumes, making it easy to showcase qualifications and experiences.
10. **Personal Branding:** Individuals looking to build a personal brand can establish their online identity using Canva websites, sharing personal stories and engaging with an audience.

6. CONCLUSION:

Building a website on Canva as a part of digital marketing can have both advantages and limitations. Here are some conclusions that can be drawn from using Canva for your digital marketing efforts:

1. Canva's intuitive interface allows you to create visually appealing websites with minimal design experience, making it an excellent choice for those looking to establish an online presence rapidly.
2. Canva offers a range of pricing plans, including a free version, which can be beneficial for small businesses or individuals on a tight budget. This can help keep digital marketing expenses low.
3. Canva provides access to professionally designed templates for various types of websites, helping you maintain a polished and attractive digital presence.
4. Canva's website builder allows you to integrate various types of content, such as images, videos, and social media feeds, which can enhance your digital marketing efforts by engaging your audience effectively.
5. Canva allows you to maintain brand consistency across your website and other marketing materials, ensuring that your online presence aligns with your branding strategy.
6. Canva's website builder may have limitations when it comes to SEO. Advanced SEO strategies, like optimizing meta tags, managing URL structures, and implementing other on-page SEO techniques, might be restricted.
7. Canva's website builder provides basic analytics tools, but they are not as robust as what you can get from other website building platforms. You may need to use external tools for in-depth data analysis and tracking.
8. Canva is not the most suitable platform for advanced e-commerce operations. If your digital marketing strategy heavily relies on selling products online, other dedicated e-commerce platforms might be more appropriate.
9. As your digital marketing efforts grow and your website needs expand, Canva's website builder may become limiting. Complex features and functionalities may not be supported.
10. Canva hosts your website, meaning you have limited control over hosting, and exporting your website may not be straightforward if you decide to switch to a different platform or hosting provider.

7. FUTURE SCOPE:

- 1. Enhanced Features:** Canva is likely to introduce more advanced features for website creation, making it an even more comprehensive web design platform. This could include improved e-commerce capabilities, advanced SEO tools, and enhanced interactivity.
- 2. AI and Automation:** The integration of AI and automation tools can streamline the website design process. Canva may incorporate AI-powered suggestions for design elements, layouts, and content, making website creation faster and more intuitive.
- 3. Mobile-First Design:** As mobile usage continues to grow, Canva may focus on mobile-first design and optimization to ensure that websites created on the platform look and perform excellently on all types of devices.
- 4. Templates for Niche Markets:** Canva is likely to expand its collection of website templates to cater to specific niche markets and industries, offering more tailored options for different business types and personal projects.
- 5. Collaboration and Teamwork:** Enhanced collaboration features may be introduced, making it easier for teams to work on website projects together in real-time, with the ability to leave comments, suggestions, and revisions.
- 6. Data and Analytics Integration:** Canva could integrate more robust data and analytics tools to help users track website performance, visitor behavior, and conversion rates, providing insights to improve website effectiveness.
- 7. Accessibility and Inclusivity:** Canva may put more focus on accessibility and inclusivity, ensuring that websites created on the platform are compliant with web accessibility standards and cater to a broader audience.
- 8. AI-Generated Content:** Canva may explore AI-generated content options, such as automatically generating text or suggesting content ideas based on user input, simplifying the content creation process.
- 9. Custom Code Integration:** To cater to more advanced users, Canva might introduce the option to incorporate custom code or integrate with other web development tools, offering greater flexibility.
- 10. International Expansion:** Canva is likely to expand its reach to more countries, supporting additional languages and regional preferences, making it a global go-to platform for website design.