**Project Design Phase-I**

**Proposed Solution Template**

|  |  |
| --- | --- |
| Date | 03 November 2023 |
| Team ID | **NM2023TMID07783** |
| Project Name | **Brand Name, Brand Mail And Brand Logo In Canva** |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Potential solutions to this problem could involve improving the real-time collaboration features in Canva, allowing multiple users to work on a design project simultaneously, track changes, and communicate more effectively within the platform. This would make Canva a more powerful tool for teams and businesses, improving workflow efficiency and making it easier for multiple individuals to contribute to and edit designs in real time. |
| 2. | Idea / Solution description | solution requirements, Canva can enhance its platform, provide a better user experience, and continue to serve both individual and professional users in the graphic design and content creation space. |
| 3. | Novelty / Uniqueness | Canva's unique combination of accessibility, usability, a rich design asset library, collaboration features, and its commitment to user education and inclusivity positions it as a standout choice in the graphic design and content creation space. |
| 4. | Social Impact / Customer Satisfaction | Regularly measuring customer satisfaction through surveys and feedback loops, and acting upon the findings, will be essential in maintaining and improving Canva's customer satisfaction levels. A satisfied user base is more likely to remain loyal and recommend the platform to others. |
| 5. | Business Model (Revenue Model) | Canva's success is rooted in the balance between offering valuable free tools to a wide audience while monetizing its platform through subscription plans, content sales, and premium services targeted at businesses and professionals. This diversified business model has allowed Canva to grow rapidly and maintain a strong presence in the graphic design and visual content creation industry. |
| 6. | Scalability of the Solution | Scalability is an ongoing consideration, and Canva must continually invest in its infrastructure, technology, and human resources to ensure that its platform can grow to meet the demands of an expanding user base and an evolving digital landscape. |