

User Requirements in the Website Creation Journey Using Canva

Stage 1: Design Planning

I. Design Concept Development

Users need tools and templates to create a clear design concept for their website. They should be able to explore and select design elements and layouts.

II. Content Planning

Users require a space to plan and organize the content structure of their website. Features like sitemaps or content outlines can be beneficial.

Stage 2: Graphic Design

I. Graphic Creation

Users should be able to design graphics, banners, and images for their website. Access to a user-friendly graphic design interface is crucial.

II. Customization

Users seek flexibility in customizing design elements to match their brand. Options for color, fonts, and styling should be available.

Stage 3: Website Building

I. Layout and Structure

Users need an intuitive platform to build the website's layout and structure.

Drag-and-drop elements, grids, and pre-designed sections can be useful.

II. Content Integration

Users want to seamlessly integrate their designed graphics and content into the website.

Uploading and arranging content should be straightforward.

Stage 4: Preview and Testing

I. Real-time Preview

Users require the ability to preview their website in real-time as they build it.

This helps in assessing the website's appearance and functionality.

II. Cross-Device Compatibility

Users should be able to test and ensure that their website is responsive on different devices.

Tools for testing and fixing responsiveness issues are essential.

Stage 5: Publishing and Hosting

I. Easy Publishing

Users need a straightforward process to publish their website.

Integration with hosting or domain providers should be seamless.

II. Domain Management

Users want options for managing their website's domain settings.

DNS configurations and domain name selection should be user-friendly.

Stage 6: Post-Launch and Updates

I. Maintenance and Updates

Users require an interface for making updates, adding new content, and maintaining their website.

User-friendliness is crucial to avoid the need for extensive technical knowledge.

II. User Support

Users appreciate access to user support for assistance with website-related issues.

Support channels should be responsive and helpful.

III. Performance Monitoring

Users may want tools to monitor website performance, including page speed and traffic analytics. This information can help in making necessary improvements.

FLOWCHART

