

# PERSONALIZED INVITATIONS USING CANVA

## 1. INTRODUCTION

A small card bearing information (such as name address) about a personalized invitation using Canva

### 1.1. Overview of the project;

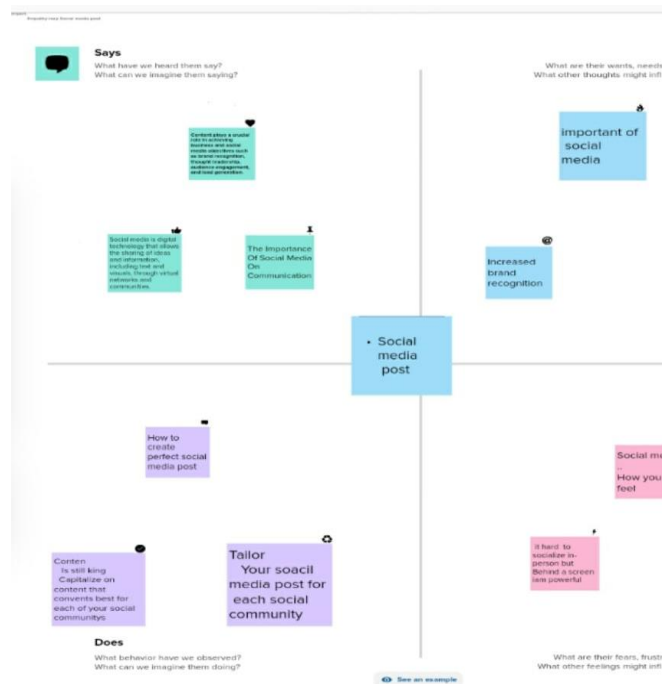
In this project, first we create the empathy map about the topic professional business card. Next, we design the brainstorming map by collecting the ideas from the group members. By brainstorming ideas we design the professional

### 1.2 Purpose of the Personalized Invitation using Canva:

A thoughtfully-designed business card does more than carry your contact information. In customers, and set your small business apart from others.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 3. Empathy map:





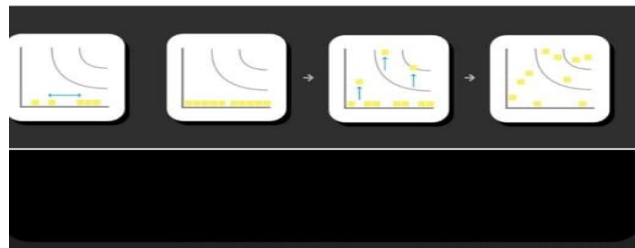
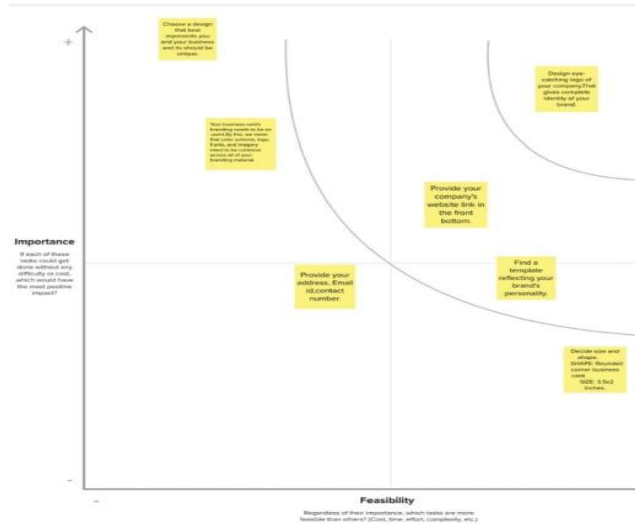
## rioritize

ur team should all be on the same page about what's important  
oving forward. Place your ideas on this grid to determine which  
eas are important and which are feasible.

1-20 minutes

### TIP

Participants can use their  
own ideas to place at least  
one idea on the grid. The facilitator can  
confirm this step by using  
the lower pointer pointing the  
key on the keyboard.



2

## Brainstorm

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

🕒 10 minutes

### Person 1

pre-designed layouts and designs for creating any kind of content pieces for the platform

These templates are often customizable and can include elements such as text, images, and design elements.

It's not enough to post regularly; instead, focus on creating Reels, transitions, job titles, or follow what everyone else is doing.

### Person 2

With social media, it's not enough to post regularly; instead, focus on creating Reels, transitions, job titles, or follow what everyone else is doing.

Find a trending Reels audio clip, make a Reel, get thousands of new followers, and repeat.

Keep people watching longer, not knowing how it will end, and use they do with trending audio after seeing it first.

## 3. RESULT:



#### 4: ADVANTAGES AND DISADVANTAGES

#Designing our own cards is the best way to convey the unique personality of our brand.

#The benefit of using the business cards is their affordability. When compared to other advertising options such as billboards or a digital marketing campaign, business people handing out a business card lets people know that you're serious.

#As humans, we often remember things better when we have visual aids to assist us. A business card does this perfectly, linking your contact details with attractive, eye-catching branding.

#A business card lets people know exactly what your company is all about.

Disadvantages:

#A business cards need to be kept up-to-date. Your business that frequently updates its contact details, adds new social media platforms to its marketing strategy, or regularly takes on new hires, it can be

Expensive to keep reprinting your business cards.

#### 5. APPLICATIONS

Easily sharing contact information to shaping potential customers' perspectives about your venture, when you'll meet a potential customer or partner, so it's smart to have business cards on hand when you share

Your business card, you're handing the recipient a tidy overview of who you are and what you do.

#### 6. CONCLUSION

Our business card design is creative design features an incredible pattern and clean typeface.

#### 7: FUTURE SCOPE

With the appearance of digital marketing, the shape and style of the business cards are constantly changing, for example, are integrating QR codes to connect business cards with technology and make this

Promotional tool more interactive.