



Says

Thinks



Needs an easy way to publish and maintain their website.

Wants to be able to customize their website to match their brand and style.

Overwhelmed by the thought of building a website.

Worried that they won't be able to create a website that is professional and looks good.

Needs a website that is visually appealing and functional.

Wants to build a website, but doesn't have the time or skills to code or design it themselves.

Frustrated with the complexity of other website builders.

Hopeful that Canva Websites will be the solution they need.

Is looking for a user-friendly and affordable solution.

The user's environment

Build website using Canva

May be new to website building or have some experience, but not a lot.

Is likely using a computer or mobile device to build their website.

Users want a website that is visually appealing and functional.

May be working on their website at home, in the office, or on the go.

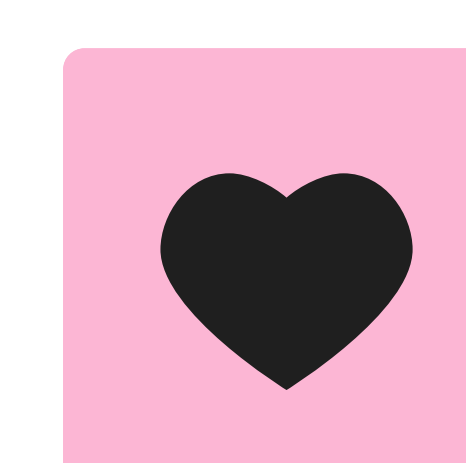
Users are looking for a user-friendly and affordable way to build a website.

Users want to be able to customize their website to match their brand and style.

May be using other Canva products, such as Canva Graphics or Canva Video, to create content for their website.

Users need an easy way to publish and maintain their website.

Feels



Does

