

PROJECT REPORT - NM2023TMID06525

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1. INTRODUCTION

1.1 Project Overview

Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills.

Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

1.2 Purpose

The purpose of the project "Building a website using Canva" is to provide users with a simple and affordable way to create a visually appealing and functional website, even if they have no coding or design experience. By using Canva Websites, users can create a website in minutes, without having to learn any new skills or software.

This project can be beneficial for a variety of users, including:

Small businesses and entrepreneurs who need to establish an online presence quickly and affordably.

Individuals who want to create a personal website or portfolio.

Students who need to create a website for a school project.

Non-profit organizations who need to create a website to raise awareness of their cause.

By providing users with a simple and affordable way to create a website, Canva Websites can help to bridge the digital divide and make it easier for everyone to have an online presence.

2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

Problem Statement:

Traditionally, building a website has required extensive coding and design skills, which can be a barrier for many people, especially small businesses and beginners. This can lead to a lack of online presence, which can hinder growth and success.

For example, if they are building an e-commerce website, they may face problems with payment processing and shipping. If they are building a blog, they may face problems with spam comments and moderation

.

Here are some specific examples of problems that may face when building a traditional website:

A small business owner may have trouble understanding the basics of web development, such as HTML, CSS, and JavaScript.

A startup founder may not have the time or resources to learn how to use complex web development tools.

A freelancer may not have the skills to troubleshoot and fix problems with their website.

A blogger may not be able to figure out how to prevent spam comments and moderate their blog effectively.

An e-commerce website owner may not know how to set up payment processing and shipping.

Building a traditional website requires knowledge of a variety of technical concepts, such as:

HTML: HTML is the markup language used to create the structure and content of a web page.

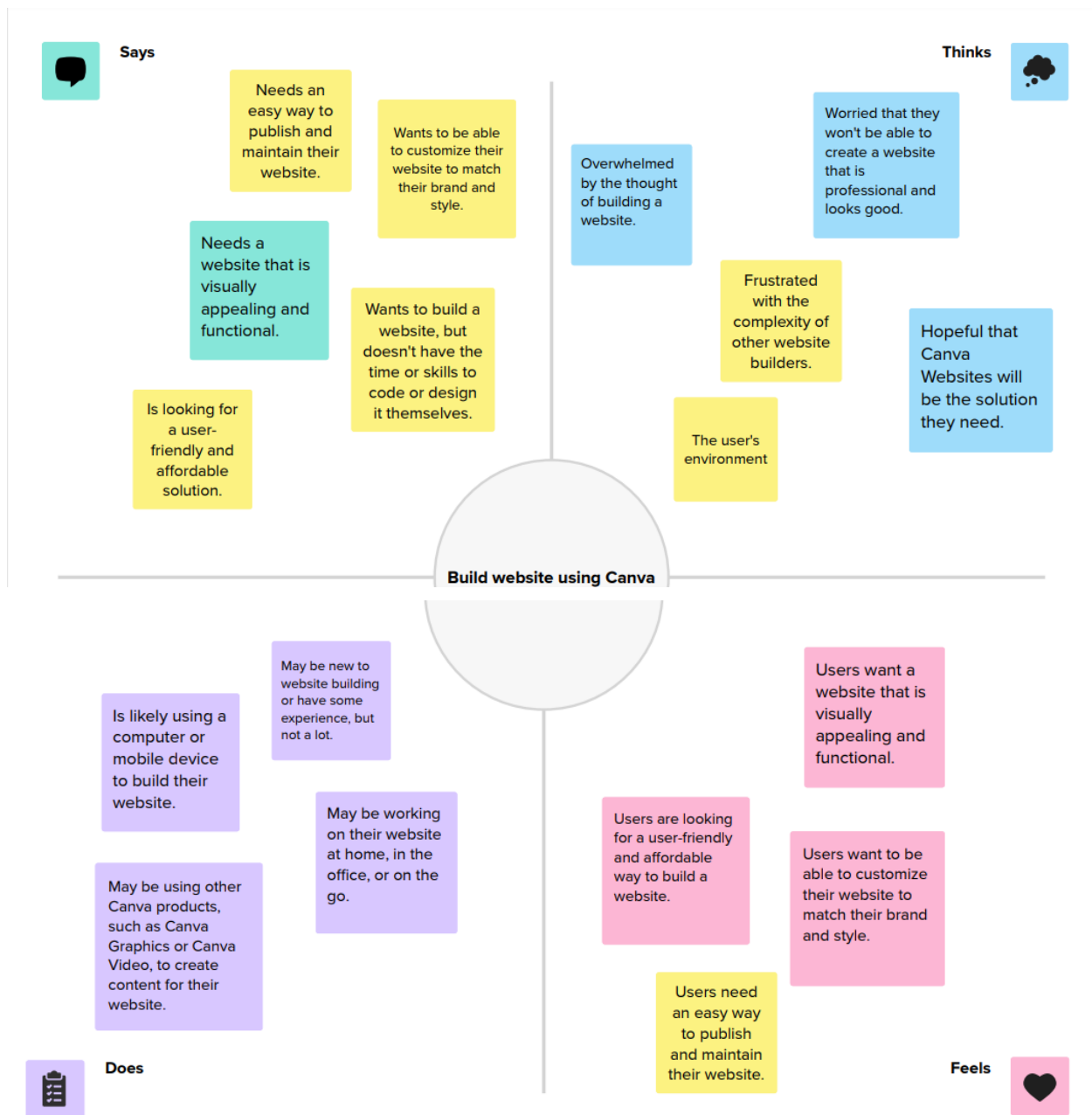
CSS: CSS is the style sheet language used to control the appearance of a web page.

JavaScript: JavaScript is the programming language used to add interactivity to web pages.

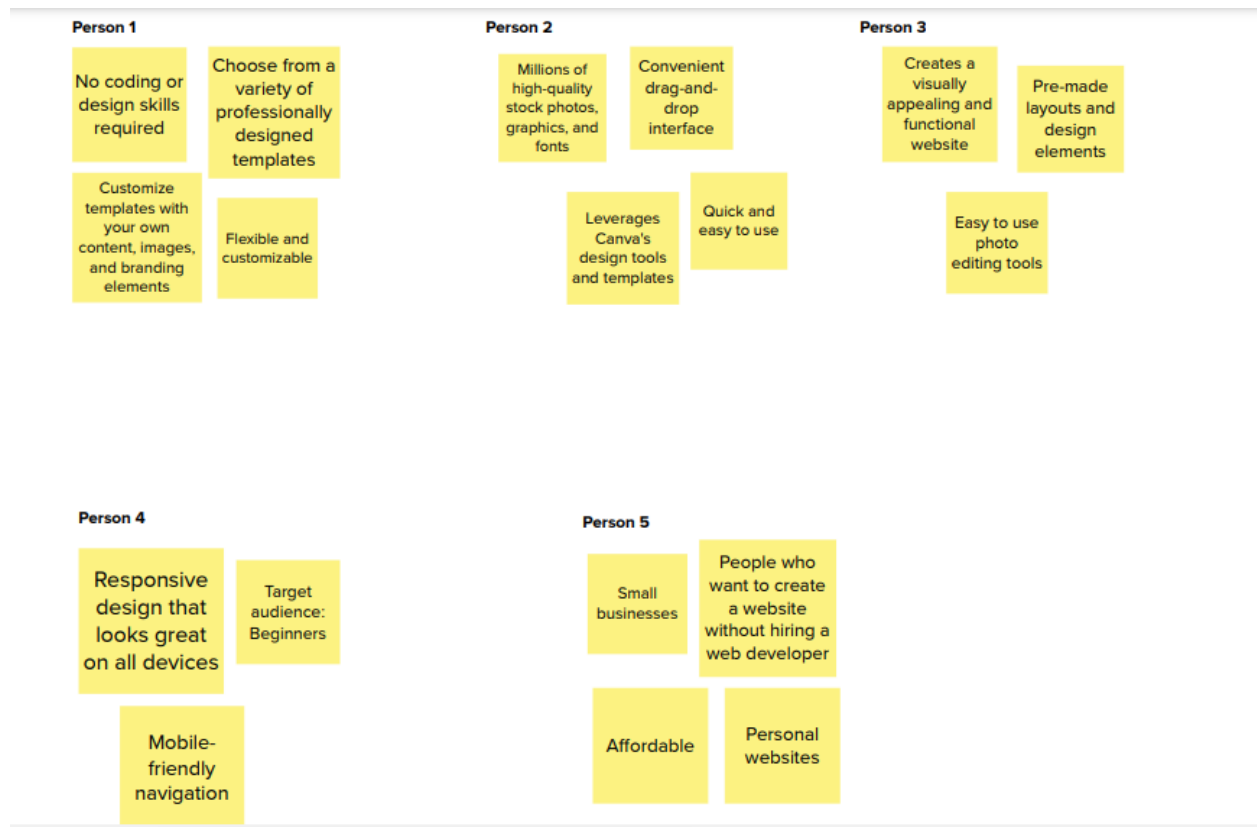
Server-side programming languages: Server-side programming languages, such as PHP, Python, and Ruby on Rails, are used to create dynamic web pages and web applications.

Non-technical people may find it difficult to understand these concepts and learn how to use them to build a website. There are many resources available to help people learn about web development, such as books, online tutorials, and code bootcamps.

2.2 Empathy Map Canvas

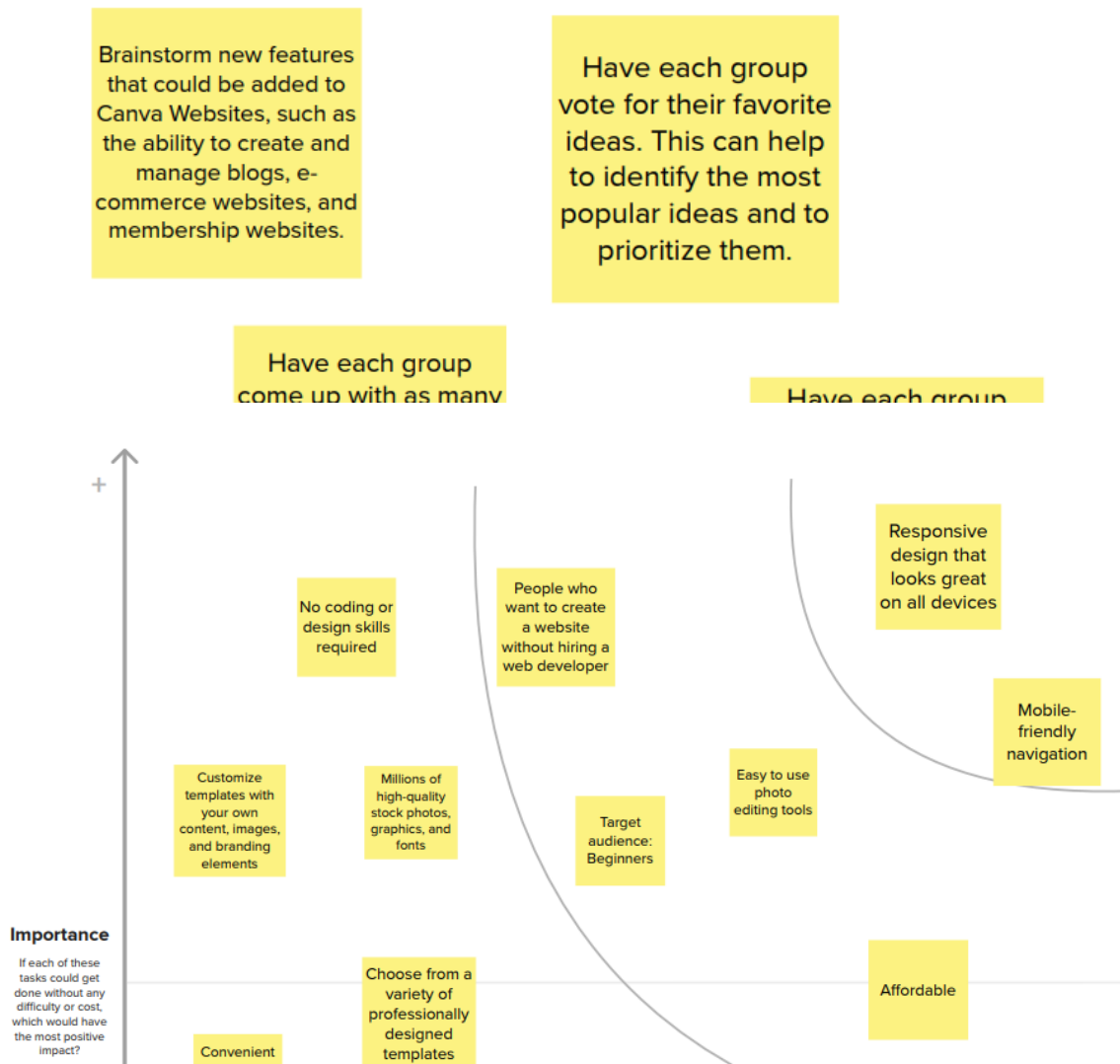


2.3 Ideation & Brainstorming



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.



2.4 Proposed Solution

The proposed solution for this project is to build a website using Canva's design tools and templates. Canva Websites is a feature that simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

Benefits of the proposed solution:

Ease of use: Canva Websites is a user-friendly platform that does not require any coding or design skills. Users can create a website by simply dragging and dropping elements onto the page.

Affordability: Canva Websites is a relatively affordable option for creating a website, especially compared to hiring a professional web developer.

Professionalism: Canva Websites templates are professionally designed and can be customized to match your branding and style.

Scalability: Canva Websites can grow with your business. As your needs change, you can easily add new pages, features, and content to your website.

Steps involved in building a website using Canva:

Create a Canva account.

Choose a website template from Canva's library.

Customize the template with your own content, images, and branding elements.

Publish your website.

3. REQUIREMENT ANALYSIS

3.1 Functional requirement

User-friendly interface: The Canva Websites interface should be easy to use and navigate, even for users with no coding or design experience.

Wide range of templates: Canva Websites should offer a wide range of professionally designed templates to choose from, covering a variety of industries and purposes.

Customizable templates: Canva Websites templates should be customizable with the user's own content, images, and branding elements.

Drag-and-drop interface: Canva Websites should provide a convenient drag-and-drop interface for adding and removing elements, changing the layout, and adjusting the styling.

Mobile responsiveness: Canva Websites should ensure that websites created with the platform are mobile-friendly and look good and function well on all devices, including smartphones and tablets.

Security: Canva Websites should implement security measures to protect websites from unauthorized access and attacks.

SEO features: Canva Websites should provide some basic SEO features to help users optimize their websites for search engines.

3.2 Non-Functional requirements

Performance: The website should load quickly and function well on all devices, including smartphones and tablets.

Scalability: The website should be able to handle increased traffic and usage without any performance degradation.

Security: The website should be protected from unauthorized access and malicious attacks.

Reliability: The website should be available and accessible to users 24/7.

Maintainability: The website should be easy to update and maintain.

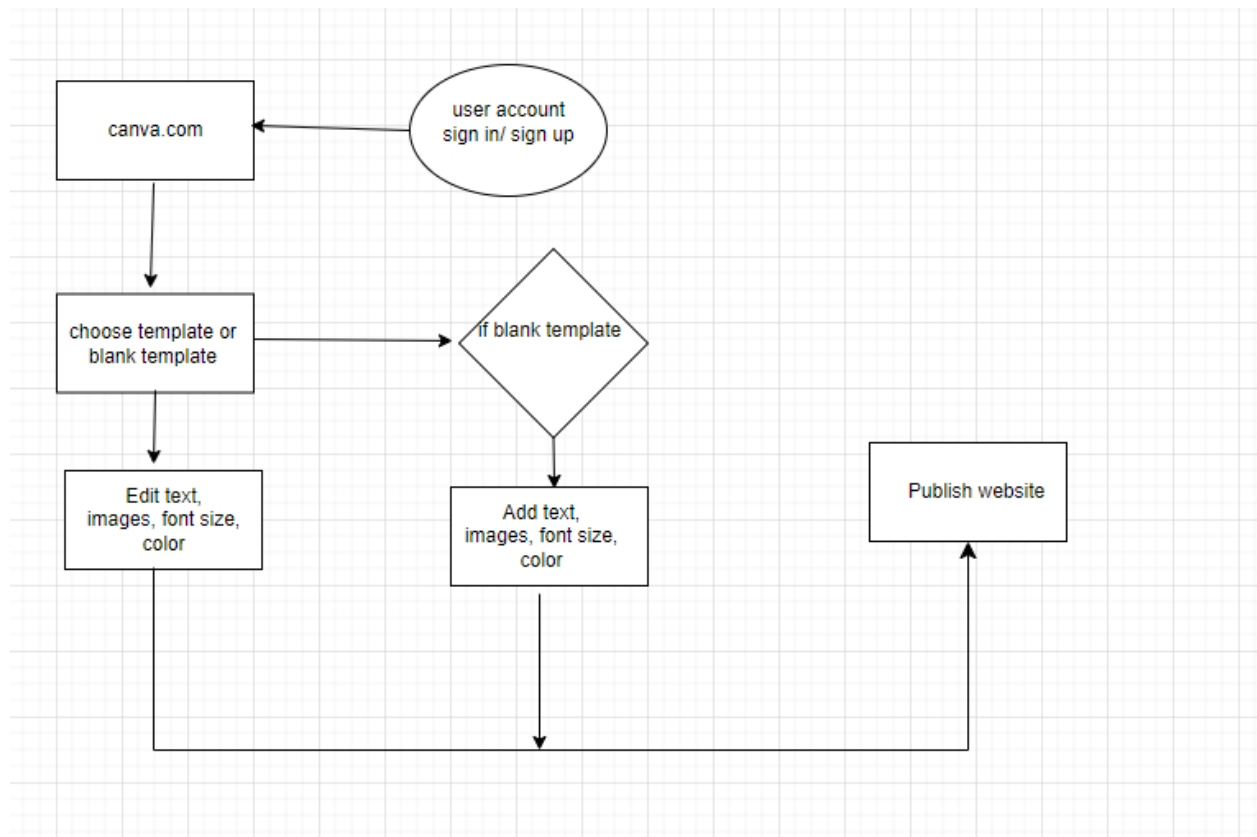
Accessibility: The website should be accessible to users with disabilities.

SEO: The website should be optimized for search engines so that potential visitors can easily find it.

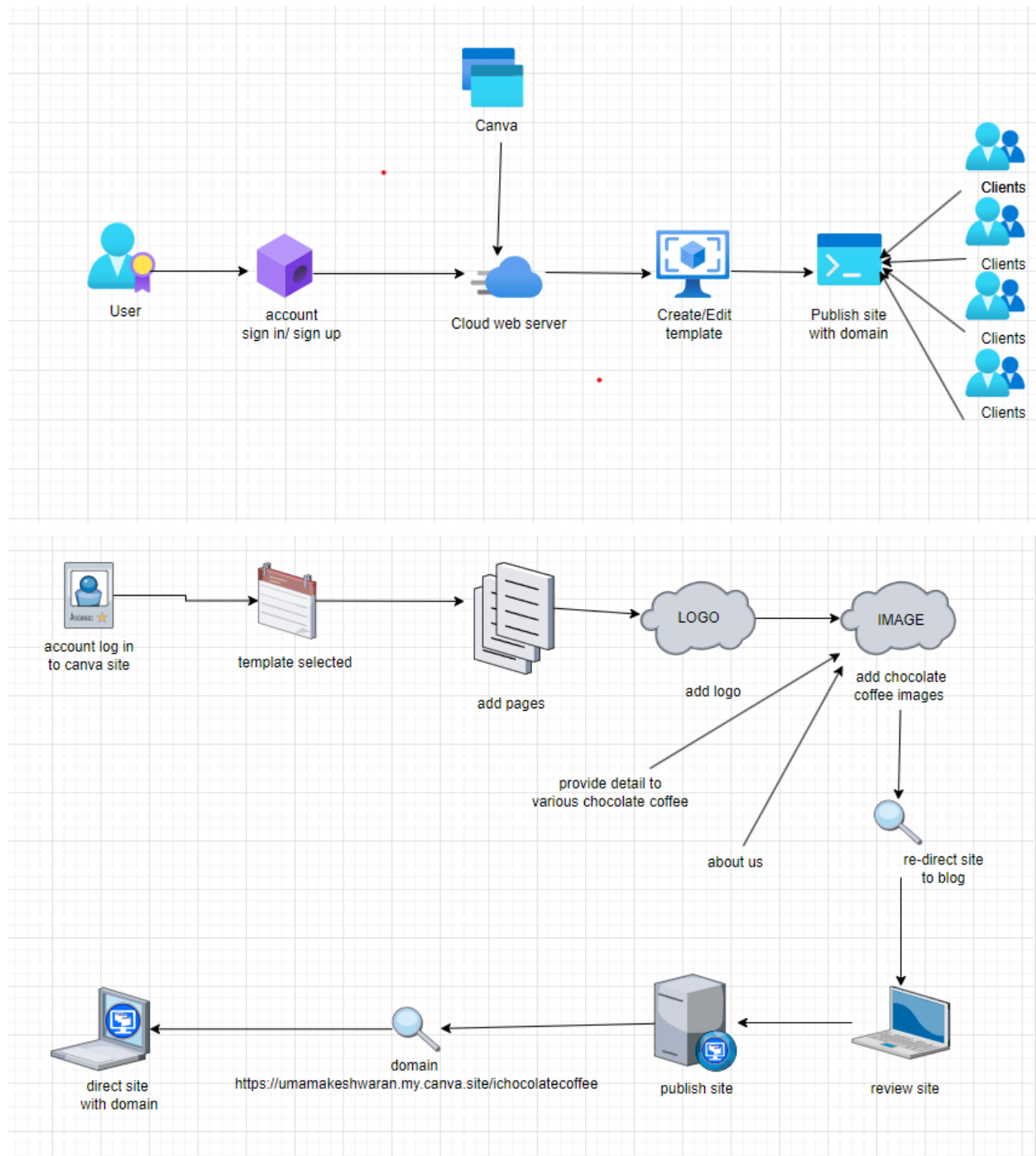
Compliance: The website must comply with all applicable laws and regulations

4. PROJECT DESIGN

4.1 Data Flow Diagrams



4.2 Solution & Technical Architecture



5. RESULTS

[BIO](#)[NEWSLETTER](#)[FACEBOOK PAGE](#)[BLOG](#)

Chocolate coffee

The perfect blend of chocolate and coffee, for a truly decadent experience.



Mocha

Mocha

Chocolate coffee mocha is thought to have originated in Yemen in the 15th century.

At the time, coffee was typically flavored with spices such as cardamom and cloves, but the addition of chocolate was a new and innovative idea.

A mocha is a classic coffee drink made with espresso, chocolate, and steamed milk. It is typically topped with whipped cream and chocolate shavings.

[Order](#)[Add to cart](#)

Chocolate Macchiato

A chocolate coffee macchiato is a delicious and decadent coffee drink that is perfect for a special occasion or a treat yourself moment. It is made with espresso, chocolate syrup, steamed milk, and foamed milk.

A chocolate macchiato is a coffee drink made with espresso, chocolate syrup, and steamed milk. It is similar to a latte, but it has a stronger coffee flavor.

Order

Add to cart



Chocolate Macchiato



Chocolate Martini

Chocolate Martini

The drink is rich, creamy, and chocolatey, with a hint of coffee flavor. It is the perfect way to end a meal or to celebrate a special occasion.

A chocolate martini is a cocktail made with vodka, chocolate liqueur, and espresso. It is a decadent and delicious drink that is perfect for special occasions.

Order

Add to cart

Chocolate Hazelnut Latte

It is made with espresso or strong coffee, steamed milk, chocolate hazelnut syrup, and sometimes a layer of frothy milk on top. It can be enjoyed hot or cold, and is a great way to start your day or enjoy a mid-afternoon pick-me-up.

A chocolate hazelnut latte is a latte that is flavored with hazelnut syrup. It is a rich and nutty drink that is perfect for the fall and winter.

[Order](#)[Add to cart](#)

Chocolate Hazelnut Latte



**Have you ordered your
delicious chocolate coffee**



Contact us for delicious coffee

A cup of chocolate coffee,
To say goodbye, my friend.
May your journey be sweet,
And your happiness never end.

The chocolate is rich and creamy,
The coffee is strong and true.
Just like our friendship,
They're the perfect pairing for two.

So raise a cup of chocolate coffee,
And let's toast to what has been.
May our paths cross again soon,
And our friendship never end.

6. ADVANTAGES & DISADVANTAGES

Advantages of building a website using Canva:

- **User-friendly:** Canva Websites is a drag-and-drop platform, making it easy to use for beginners with no coding or design skills.
- **Creative:** Canva offers a wide variety of professionally designed templates that users can customize to create a unique and visually appealing website.
- **Affordable:** Canva Websites is a relatively affordable way to build a website, especially compared to hiring a professional web developer.
- **Convenient:** Canva Websites is a cloud-based platform, so users can access their website builder and edits from any device with an internet connection.

Disadvantages of building a website using Canva:

- **Limited customization options:** While Canva offers a wide variety of templates, some users may find that the customization options are limited.
- **Performance issues:** Some users have reported that Canva Websites websites can be slow to load or may experience other performance issues.
- **Lack of features:** Canva Websites is still a relatively new product, and it does not yet offer all of the features of a traditional website builder, such as custom domains, e-commerce functionality, and advanced SEO tools.

7.APPLICATIONS

Small businesses: Canva Websites can be used by small businesses to create professional-looking websites without having to hire a web designer or developer. This can be a cost-effective way for small businesses to establish an online presence and reach a wider audience.

Entrepreneurs: Canva Websites can be used by entrepreneurs to create websites for their startups or side hustles. This can be a quick and easy way to get a website up and running without having to invest in expensive web design Services.

Freelancers: Canva Websites can be used by freelancers to create websites to showcase their work and attract clients. This can be a great way for freelancers to build a strong online presence and establish themselves as experts in their field.

Artists and creatives: Canva Websites can be used by artists and creatives to create websites to showcase their work and connect with fans. This can be a great way for artists and creatives to sell their work online and build a community around their work.

Nonprofits and educational organizations: Canva Websites can be used by nonprofits and educational organizations to create websites to promote their mission and connect with supporters. This can be a cost-effective way for these organizations to establish an online presence and reach a wider audience.

8.CONCLUSION

Canva Websites is a user-friendly and creative way to build a website, especially for beginners and small businesses without extensive coding or design skills. It offers a variety of professionally designed templates that can be customized with the user's own content, images, and branding elements. Canva Websites also provides a convenient drag-and-drop interface, making it easy to create and publish a website quickly and affordably.

Summary of findings

- Canva Websites is a new feature offered by Canva, a popular graphic design platform.
- Canva Websites makes it easy to create a website without extensive coding or design skills.
- Canva Websites offers a variety of professionally designed templates that can be customized with the user's own content, images, and branding elements.
- Canva Websites provides a convenient drag-and-drop interface, making it easy to create and publish a website quickly and affordably.

9. FUTURE SCOPE

More advanced customization options: Currently, Canva Websites offers a limited range of customization options for templates. In the future, it would be great to see more advanced customization options, such as the ability to edit the HTML and CSS code of templates. This would allow users to create more unique and personalized websites.

Integration with other third-party tools and services: Currently, Canva Websites does not integrate with many third-party tools and services. In the future, it would be great to see Canva Websites integrate with more third-party tools and services, such as e-commerce platforms, payment processors, and email marketing services. This would make it easier for users to build and manage their websites from within Canva.

Improved performance and scalability: Currently, Canva Websites is still under development, and there are some performance and scalability issues. In the future, it would be great to see Canva Websites improve its performance and scalability, so that it can handle more traffic and complex websites.

More affordable pricing: Currently, Canva Websites is free to use for basic websites. However, users need to pay a monthly subscription fee for premium features, such as custom domains and unlimited storage. In the future, it would be great to see Canva Websites offer more affordable pricing, so that it is more accessible to small businesses and individuals.

In addition to these general enhancements, there are also some specific features that I would like to see added to Canva Websites in the future:

The ability to create and manage blogs: Canva Websites is currently focused on static websites. However, it would be great to see the ability to create and manage blogs added to Canva Websites in the future. This would make Canva Websites a more versatile platform for website creation.

The ability to create and manage e-commerce websites: Currently, Canva Websites does not support e-commerce functionality. However, it would be great to see the ability to create and manage e-commerce websites added to Canva Websites in the future. This would make Canva Websites a more complete platform for website creation.