

Project Design Phase-I

Proposed Solution Template

Date	02-11-2023
Team ID	NM2023TMID11237
Project Name	Build a website using Canva

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"Develop a website using Canva to create an appealing, user-friendly, and functional online platform. The website should cater to [specific audience/industry] and showcase [specific products/services/information]. Ensure the site is visually engaging, easy to navigate, and optimized for various devices. The primary goal is to leverage Canva's design tools to produce a professional, aesthetically pleasing website that meets the needs of the target audience and aligns with the brand's identity."
2.	Idea / Solution description	Create a visually captivating portfolio website for creative professionals using Canva's intuitive design features. Begin by outlining the site's purpose and audience, structuring key sections like Home, About, Portfolio, Services, Testimonials, and Contact. Utilize Canva's website templates or start from scratch, focusing on a consistent color scheme, brand elements, and captivating visuals using Canva's extensive library. Ensure responsiveness across devices, integrating social media links, contact forms, and subtle animations for engagement. Export the design elements from Canva in the required formats and implement them using a website builder or platform like WordPress or Wix. Test the site thoroughly before launching and remember to periodically update the portfolio to keep it fresh and appealing for visitors. This process leverages Canva's user-friendly interface and design capabilities to craft a professional and stunning portfolio website for creative professionals without the need for extensive coding expertise.

3.	Novelty / Uniqueness	<p>Building a website using Canva offers a uniquely streamlined and accessible approach to web design. Its user-friendly interface empowers individuals without extensive design or coding skills to create visually stunning websites. The extensive library of design elements, including images, icons, and fonts, allows for a vast range of creative choices, ensuring a personalized and distinctive look. Maintaining brand consistency is simplified through easy integration of brand assets, such as logos and color schemes. Additionally, Canva's responsive design previews enable creators to visualize and optimize their website's appearance across different devices. The platform's collaborative features facilitate real-time teamwork, enabling efficient feedback and edits. By significantly reducing time and financial investment, Canva emerges as a cost-effective solution for individuals and small businesses seeking professional-looking websites without the need for professional designers or complex design software. Overall, Canva's combination of user-friendly design tools, collaborative features, and cost efficiency make it a unique and accessible option for website development.</p>
4.	Social Impact / Customer Satisfaction	<p>Building a website using Canva contributes significantly to both social impact and customer satisfaction. Canva's user-friendly platform democratizes website design, making it accessible to individuals and small businesses without extensive resources or technical skills, fostering inclusivity in the online space. This accessibility not only empowers users to express their creativity but also cultivates a sense of accomplishment and confidence. For non-profits or community initiatives, Canva's tools aid in clear communication of their mission, fostering community engagement and support. In the realm of business, Canva's visually appealing and professional websites contribute to increased customer satisfaction by enhancing user experience and engagement. Moreover, the cost-effective nature of Canva's platform enables businesses to allocate resources more efficiently, fostering sustainability and growth. Ultimately, Canva's impact lies in democratizing design, empowering users, aiding effective communication for social causes, and enhancing customer satisfaction through visually compelling websites.</p>

5.	Business Model (Revenue Model)	<p>The business model for website building using Canva centers on a combination of subscription-based services, marketplace sales, and enterprise solutions. Canva operates on a freemium model, providing basic features for free while offering more advanced functionalities through subscription tiers like Canva Pro or Canva for Enterprise, generating revenue through monthly or annual subscription fees. Additionally, Canva's marketplace allows users to sell their designs or templates, with the platform taking a commission from these sales. For larger businesses, Canva offers enterprise solutions, customizing features and charging subscription fees based on the organization's needs. This diversified revenue model encompasses subscriptions, marketplace commissions, and enterprise solutions, enabling Canva to cater to various user segments while ensuring a consistent revenue stream.</p>
6.	Scalability of the Solution	<p>Canva's scalability in website design is evident through several key aspects. Firstly, its cloud-based infrastructure enables seamless scaling to accommodate a growing user base without compromising performance. The platform's extensive template library continues to expand, catering to a diverse range of design needs as more users engage with the service. Additionally, Canva's collaborative features and enterprise solutions adapt to different team sizes, ensuring flexibility for both small groups and larger organizations. The platform's global accessibility and consistent feature development underline its capacity to meet evolving user demands on an international scale. Altogether, Canva's scalability lies in its ability to grow with its user base, continually diversify its resources, adapt to varying team sizes, and evolve to meet the changing needs of a global audience.</p>

Project Design Phase-I

Solution Architecture

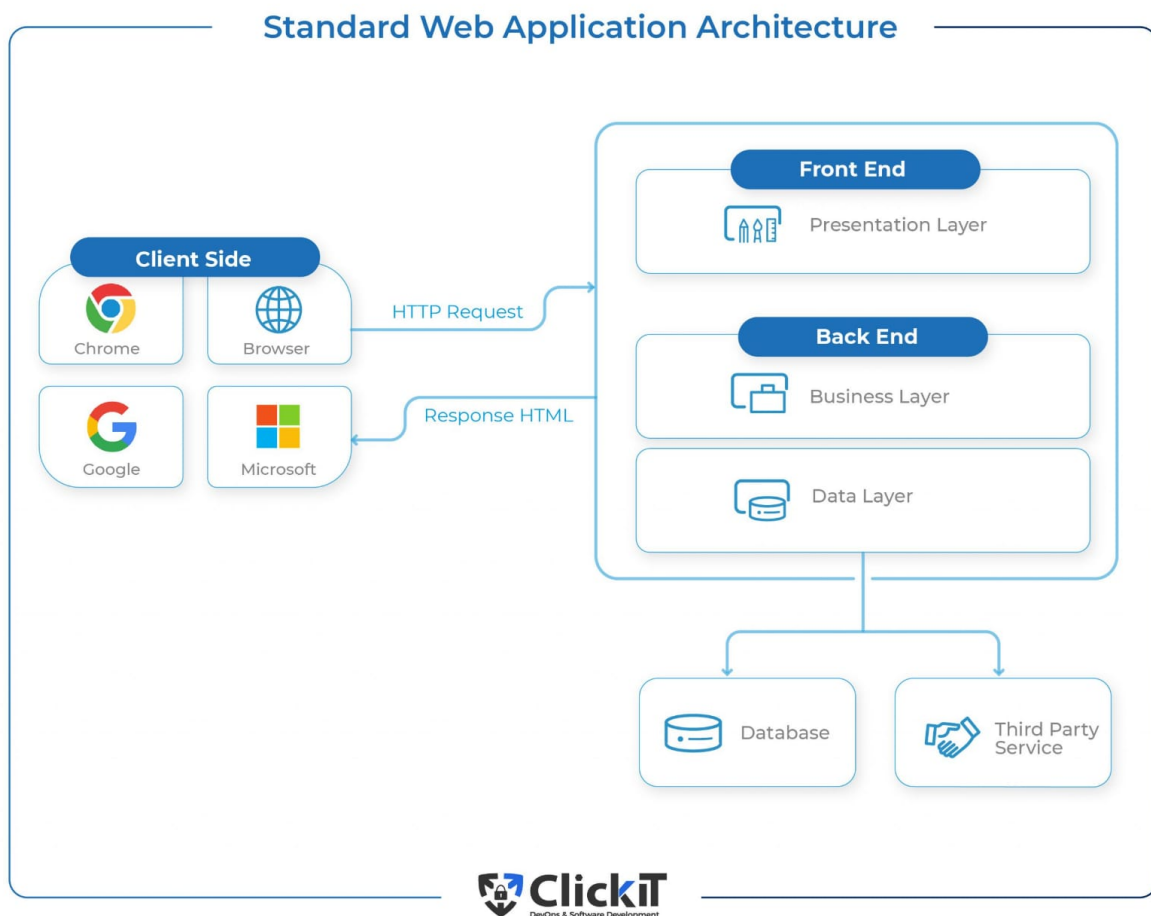
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Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.
- Provide specifications according to which the solution is defined, managed, and delivered.

Solution Architecture Diagram:



The solution architecture for building a website using Canva typically involves a combination of Canva's design tools and other web development platforms. Here's a breakdown of its architecture:

1. **Canva's Design Interface:**

Canva provides a user-friendly, browser-based design interface that allows users to create various design elements for websites. Users can access templates, design elements, and customize these components using Canva's intuitive drag-and-drop tools.

2. **Design and Asset Creation:**

Canva offers the creation of visual assets required for a website, such as banners, icons, illustrations, and graphics. Users can create these assets within Canva's environment and download them in suitable formats (like PNG, JPG, or PDF) for web use.

3. **Template Customization:**

Canva's pre-designed website templates can be customized according to the user's preferences. Users can modify layouts, color schemes, typography, and incorporate brand elements to ensure a consistent look and feel.

4. **Exporting Design Elements:**

Once the design components are ready, users can export these assets from Canva. These exported files can then be integrated into a web development platform or content management system (CMS) to build the actual website.

5. **Integration with Web Development Platforms:**

Canva-created assets, such as images, icons, or backgrounds, are integrated into platforms like WordPress, Wix, Squarespace, or custom HTML/CSS sites. Users upload their Canva-designed assets into these platforms to construct the website's visual interface.

6. **Responsive Design Considerations:**

Canva allows users to preview designs in different screen sizes. The integration of these designs into web development platforms should consider responsiveness, ensuring the website looks and functions well across various devices, such as desktops, tablets, and mobile phones.

7. **Content and Functionality Integration:**

While Canva primarily focuses on the design elements, web development platforms handle content creation, functionality integration (such as contact forms or e-commerce features), and overall site structure.

In summary, the solution architecture involves leveraging Canva for the creation of visual assets and design elements, which are then exported and integrated into web development platforms to construct the website's visual interface. The combined use of Canva and other web development tools ensures an efficient and visually compelling website creation process.

Reference: <https://technicalfacts.my.canva.site/technicalfacts>