



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



ERODE: 638 316

ELECTRICAL AND ELECTRONICS ENGINEERING

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TEAM ID: NM2023TMID04005

SB8056- DIGITAL MARKETING

by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: Website Creation using Canva

BRAND NAME: VSD TECH

CATEGORY: ELECTRONICS

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DESIGN A WEBSITE USING CANVA

INTRODUCTION:

Welcome to our online hub for laptop enthusiasts and tech aficionados! Our project focuses on harnessing the creative power of Canva to bring you a website dedicated to laptop sales and services. Dive into a world of cutting-edge technology, explore a wide range of laptops, and discover top-tier service solutions. Join us on this digital journey as we bridge the gap between your laptop needs and our passion for technology.

PROCEDURE:

Sign In to Canva:

- Open Canva and sign in to your account. If you don't have an account, you can create one for free.

Choose a Design Type:

- Click on "Create a design" and select the appropriate design type for your website. You can choose from options like "Custom Dimensions" or use templates for social media or presentations as a starting point.

Design Your Logo:

- Create a logo for your laptop sale website using Canva's design tools. You can start with a template and customize it to match your brand.

Design Banners and Promotional Images:

- Create banners and promotional images for your website to showcase laptops or deals. Ensure they are visually appealing and represent your brand.

Create Product Images:

- Design images for the laptops you want to sell. Make sure to highlight their features and specifications.

Design Landing Page Elements:

- Create design elements for your website's landing page, such as a header, footer, and call-to-action buttons.

Design Product Listings:

- Create templates for your laptop product listings, including product images, descriptions, and pricing.

Customize Fonts and Colors:

- Choose fonts and colors that match your brand's identity and apply them consistently throughout your designs.

Download Your Designs:

- Once your designs are complete, download them from Canva in the appropriate file format (e.g., PNG, JPG).

Website Development:

- Use a website builder or hire a web developer to create your laptop sale website. You will need to integrate the graphics and designs you created in Canva into your website.

Add Content and Functionality:

- Populate your website with content, add product listings, and implement e-commerce functionality if you plan to sell laptops directly on the site.

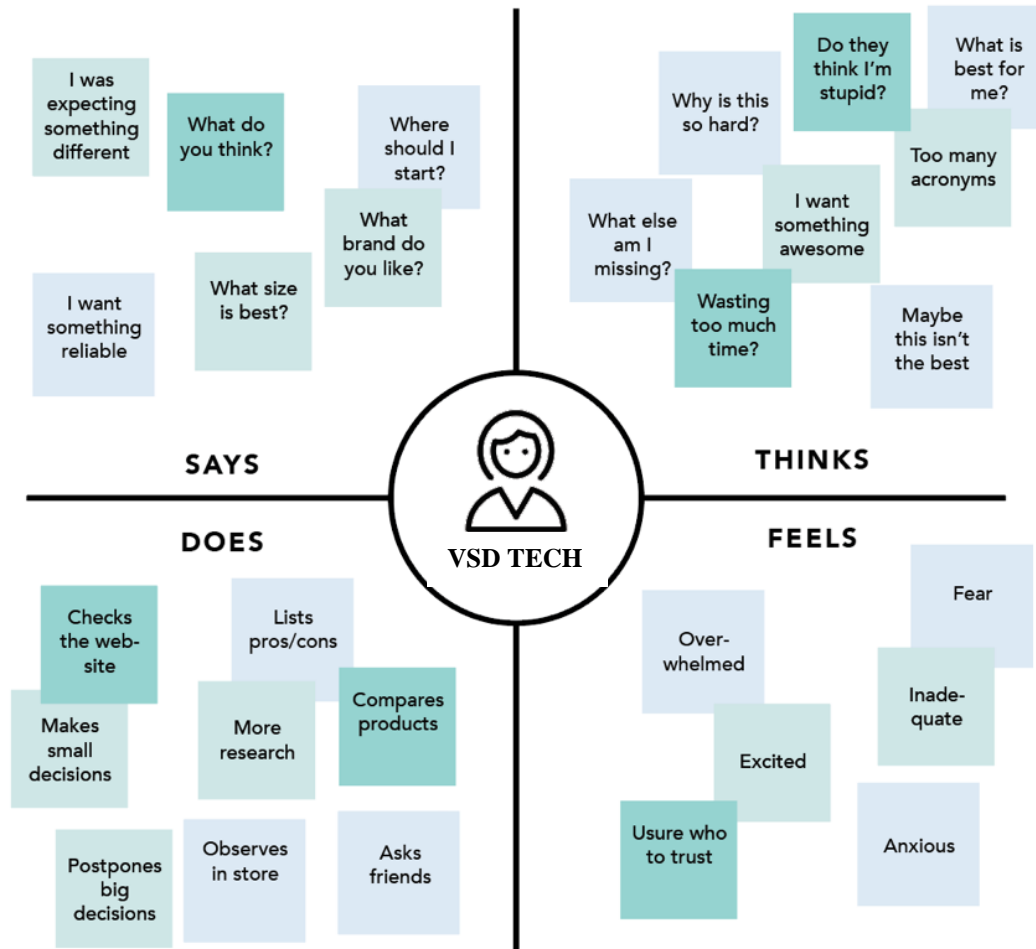
Launch Your Website:

- Once your website is ready, launch it for the public to access

PURPOSE:

Our purpose is to provide a one-stop destination for laptop sales and services, catering to the needs of tech-savvy individuals and businesses alike.

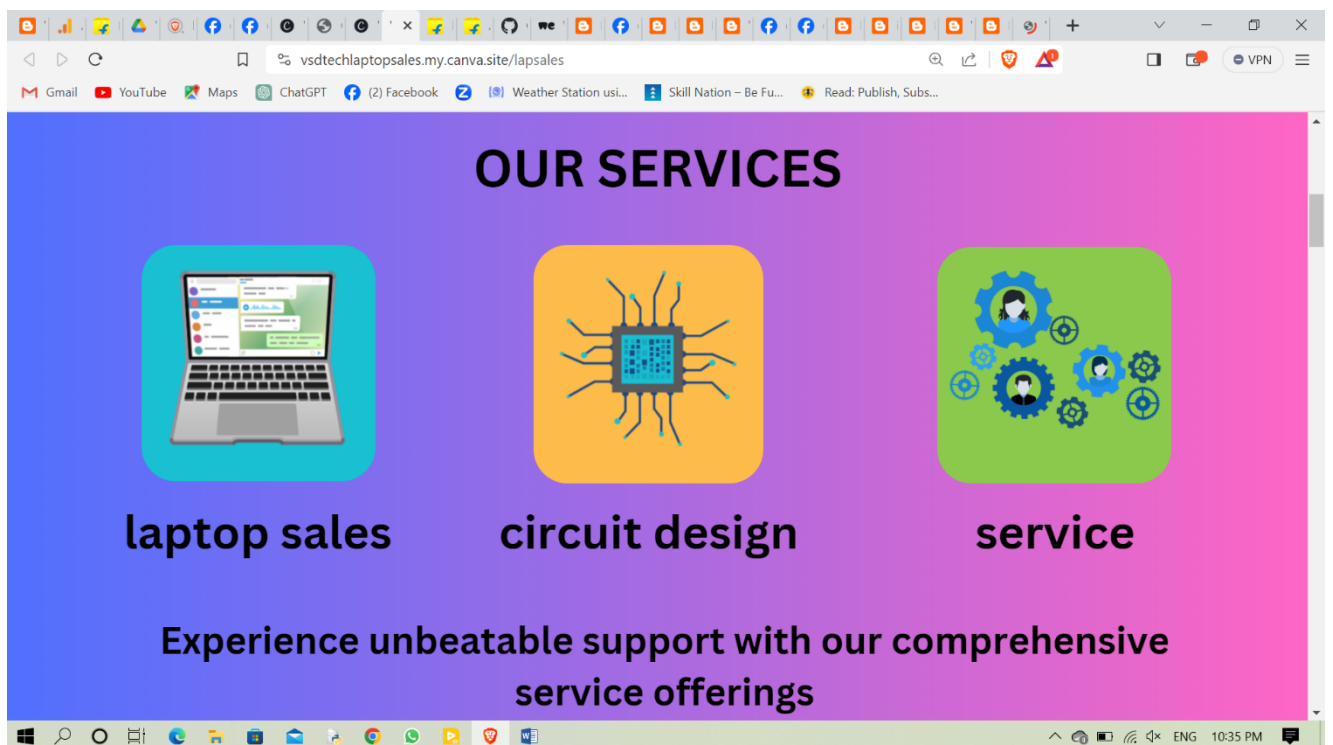
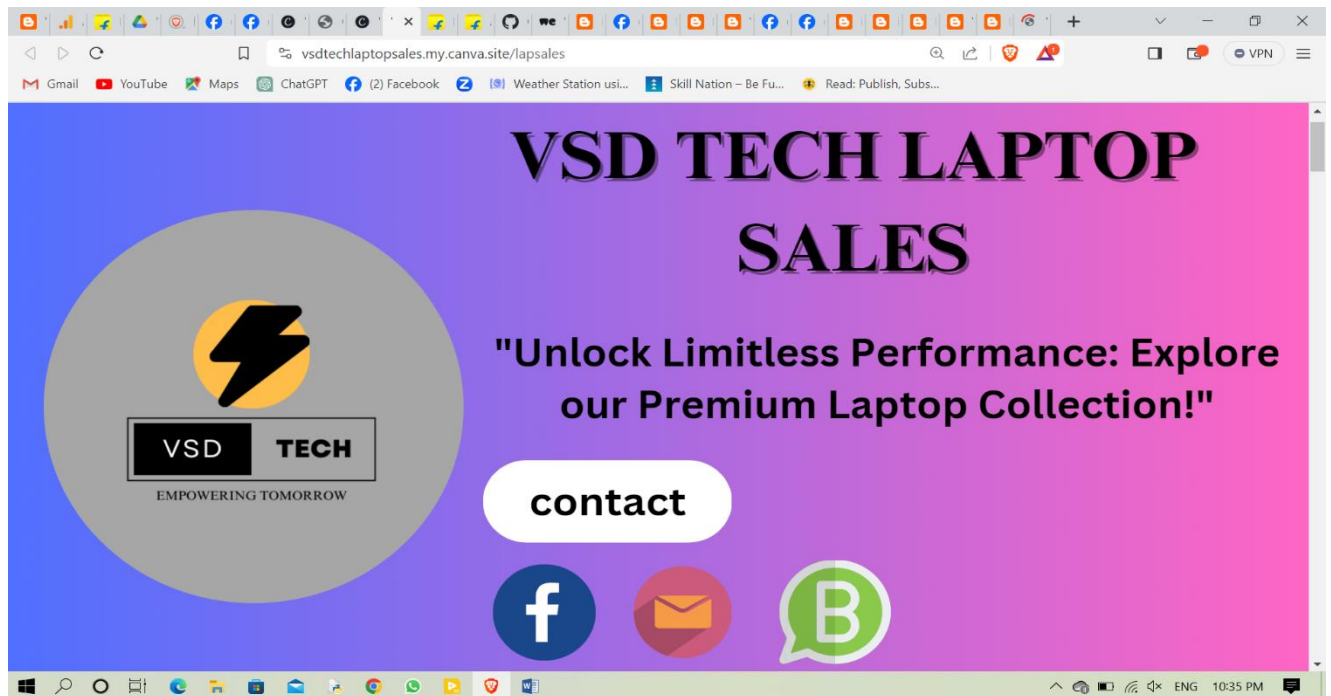
EMPATHY MAP:



IDEATION & BRAINSTORM:

[illegible]

RESULT:



The screenshot shows a web browser window with the URL `vsdtechlaptopsales.my.canva.site/lapsales`. The page features a laptop image on the left and a list of specifications on the right. The specifications are: Display Size 17.3 inch, HD Type UHD 4K (2160p), CPU Intel 11th Gen Core i9-11900H, GPU NVIDIA GeForce RTX 3080, and RAM Size 32 GB. A blue 'BUY' button is positioned below the laptop image. The price is listed as ₹398990 /- ONLY. The website's footer includes the text 'Asus TUF Gaming F15 FX506HM-HN004WS'.

Product	Asus ROG Zephyrus S17 GX703HS-KF058TS Gaming Laptop
Display Size	17.3 inch
HD Type	UHD 4K (2160p)
CPU	Intel 11th Gen Core i9-11900H
GPU	NVIDIA GeForce RTX 3080
RAM Size	32 GB
Price	₹398990 /- ONLY

ADVANTAGE & DISADVANTAGE:

- **Diverse Laptop Selection:** We offer a wide variety of laptops, ensuring you can find the perfect one to suit your needs.
- **Competitive Pricing:** We offer competitive prices and deals, ensuring you get value for your money.
- **Reliable Information:** Find detailed specifications, reviews, and recommendations to make informed purchase decisions.
- **Personalized Recommendations:** Utilize algorithms to recommend laptops based on customer preferences and behavior, potentially increasing sales.
- **Easier Price Comparison:** Customers can easily compare laptop prices and features from different sellers, fostering healthy competition.
- **Sales Analytics:** Websites can provide valuable data on customer behavior, allowing businesses to make data-driven decisions and optimize their marketing strategies.

- **Secure Payment Options:** Online transactions can be secure, and customers can choose from various payment methods, including credit cards, digital wallets, and more.
- **Inventory Management:** E-commerce platforms offer tools for efficient inventory management, reducing the risk of overselling or understocking products.
- **Marketing Opportunities:** Websites can be integrated with digital marketing tools, enabling email marketing, social media advertising, and search engine optimization to attract and retain customers.
- **Accessibility:** Customers with disabilities can benefit from accessible web design, ensuring a broader customer base.
- **Wider Reach:** Websites can reach a global audience, allowing you to tap into a larger customer base beyond your local area.
- **Convenience:** Customers can browse and make purchases from the comfort of their homes, 24/7. This convenience is a significant selling point.
- **Lower Overheads:** Running an online store typically involves lower operational costs compared to a physical retail location. You can save on rent, utilities, and in-store staff.
- **Diverse Product Range:** Websites can showcase a wide variety of laptop models, brands, and configurations, giving customers a broader selection to choose from.
- **Product Information:** Detailed product descriptions, specifications, and customer reviews can be easily provided, helping customers make informed decisions.
- **Search and Filter Options:** Websites often include search and filter tools, making it easier for customers to find laptops that match their criteria.
- **Online Reviews:** Customers can read reviews and ratings from other buyers, enhancing trust and confidence in the products.

APPLICATIONS:

- **Product Listings:** Websites provide a platform for businesses to showcase their products or services with detailed descriptions, images, and prices.
- **Shopping Cart:** Customers can add products to a virtual shopping cart for a convenient and centralized checkout process.
- **Checkout and Payment Processing:** Secure checkout processes allow customers to enter shipping information and make payments using various methods, such as credit cards, digital wallets, and more.
- **Inventory Management:** Websites help businesses manage their product inventory, ensuring stock levels are accurate and updated in real-time.
- **Order Processing:** Automated order processing streamlines the fulfillment of customer orders, reducing manual effort and errors.
- **Customer Accounts:** Customers can create accounts on websites to save their order history, shipping details, and payment information for future purchases.
- **Product Reviews and Ratings:** Customers can leave reviews and ratings, providing valuable feedback for potential buyers and building trust in the products.
- **Search and Filtering Options:** Customers can search for products or use filters to refine their choices based on specific criteria like price, brand, or category.
- **Personalized Recommendations:** Algorithms can suggest products to customers based on their browsing and purchase history, encouraging additional sales.
- **Promotions and Discounts:** Websites support the application of promotions, discounts, and coupon codes, which can attract customers and boost sales.
- **Wish Lists:** Customers can create wish lists to save products for later purchase or to share with others.
- **Shipping and Tracking:** Websites provide options for selecting shipping methods and tracking orders, keeping customers informed about delivery status.
- **Return and Refund Processes:** Clear return and refund policies are essential to handle customer returns and issues efficiently.
- **Customer Support:** Websites often incorporate customer support options, including live chat, email support, or chatbots, to assist customers with inquiries and concerns.
- **Data Analytics:** Businesses can gather data on customer behavior, sales trends, and website performance to make informed decisions and optimize their sales strategies.

- **Mobile Optimization:** Websites need to be mobile-friendly to accommodate customers who shop on smartphones and tablets.
- **Multi-language and Multi-currency Support:** To expand the customer base globally, websites can offer multiple languages and currency options.
- **Security:** Implementing robust security measures is critical to protect customer data and maintain trust.
- **Cross-selling and Upselling:** Websites can suggest related or upgraded products to customers during the purchasing process.
- **Email Marketing:** Use customer information to send targeted email marketing campaigns, promoting products, discounts, and news.
- **Social Media Integration:** Linking social media profiles to the website can increase exposure and facilitate sharing of products among customers.
- **User Reviews and Testimonials:** Showcase positive customer feedback and testimonials to build trust and encourage sales.

CONCLUSION:

We have learned the use of canva tool and other to provide an attractive dlook to the things that we wish to present

LINK FOR PROJECT DEMO

<https://youtu.be/nebu6wbBI5o?si=LMuq-yMys5IrE0zF>

DRIVE LINK

https://drive.google.com/file/d/1-KhVacxPPK1grYYsC5h_ct757xLe959C/view?usp=drivesdk

WEBSITE LINK

<https://vsdtechlaptopsales.my.canva.site/lapsales>