Project Design Phase-I

Proposed Solution for creating Web-Page using Canva

Proposed Solution:

S. No.	Parameter	Description
1	Problem Statement	The problem to be solved is the need for a user-friendly and efficient tool to create web pages without the need for advanced design skills.
2	Idea / Solution description	Our solution is a web-based platform that integrates with Canva's design tools, offering a simplified and guided interface for creating web pages with pre-designed templates and easy-to-use editing options. Users can drag and drop elements, customize text, and add images effortlessly.
3	Novelty / Uniqueness	Our uniqueness lies in the seamless integration with Canva, one of the world's leading design platforms. We offer specialized web page templates and simplified design features, making it distinct from generic website builders.
4	Social Impact / Customer Satisfaction	This solution empowers individuals and small businesses to create professional web pages easily, boosting their online presence. It contributes to customer satisfaction by streamlining the web design process, saving time, and reducing the need for professional designers.
5	Business Model (Revenue Model)	We offer a freemium model, with a basic plan for free users and premium plans for advanced features and more templates. Revenue streams include subscription fees, in-app purchases, and advertising partnerships with Canva.
6	Scalability of the Solution	Our solution is highly scalable as it primarily relies on cloud-based infrastructure. We can expand server capacity to accommodate a growing user base, and our development team can continually add new templates and features to meet evolving demands.

Solution Architecture: