

PROJECT REPORT ON

CREATING A WEBSITE USING CANVA

BY

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PROJECT REPORT

1 INTRODUCTION

1.1 Project Overview

A website for a cloth shop can be a great way to showcase your products and reach a wider audience. Here is a brief project overview for creating a website for a cloth shop. Before starting the project, it's important to define the purpose and goals of the website. This will help you determine the features and functionalities that you need to include in the website. Once you have defined the purpose and goals of the website, you need to choose a domain name and hosting service. A domain name is the address of your website on the internet, while a hosting service is where your website will be stored. After choosing a domain name and hosting service, you need to design the website. You can either hire a web designer or use a website builder to create the website. Make sure that the website is visually appealing, easy to navigate, and mobile-friendly. Once the website is designed, you need to add content to the website. This includes product descriptions, images, and pricing information. Make sure that the content is accurate, informative, and engaging. After adding content to the website, you need to test the website to make sure that it's working properly. This includes testing the website on different devices and browsers to ensure that it's responsive and user-friendly. Once you have tested the website, you can launch the website. Make sure that the website is optimized for search engines and that it's easy to find online.

1.2 Purpose

A website can be used to showcase the products that the cloth shop has to offer. This can include product descriptions, images, and pricing information. A website can help the cloth shop reach a wider audience by making it easier for people to find and purchase their products online. A website can help the cloth shop build brand awareness by providing a platform to showcase their brand identity, values, and mission. A website can be used to provide customer support by offering a way for customers to contact the cloth shop with questions or concerns. A website can be used to collect customer data, such as email addresses, which can be used for marketing purposes.

2 IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

In an increasingly digital retail landscape, MrHandsome Clothing Shop faces the challenge of establishing an effective online presence to attract and engage potential customers. The absence of a dedicated website hinders the shop's ability to showcase its products, promote its brand, and compete with online clothing retailers. A solution is needed to create a user-friendly, visually appealing, and functional website for MrHandsome Clothing Shop that enhances the online shopping experience for visitors and drives sales.

2.2 Solution

To identify your target audience and their preferences. To determine the primary goals of your website, such as showcasing products, driving online sales, or providing store information. To modify the template to match your brand colors and fonts. Create dedicated pages for different clothing categories (e.g., men's, women's, kids). Using high-quality images and descriptions for each product. Ensure a clear and intuitive navigation menu. Implement a "Contact Us" page with contact details and a contact form. Integrate an e-commerce platform like Shopify, WooCommerce, or Canva's own e-commerce features (if available). Enable secure payment processing. Implement a shopping cart and checkout process. If relevant, include a blog or content section to share fashion tips, news, or updates related to your clothing shop.

Ensure the website design is responsive, so it looks great on both desktop and mobile devices. Optimize your website for search engines by using relevant keywords in product descriptions and metadata.

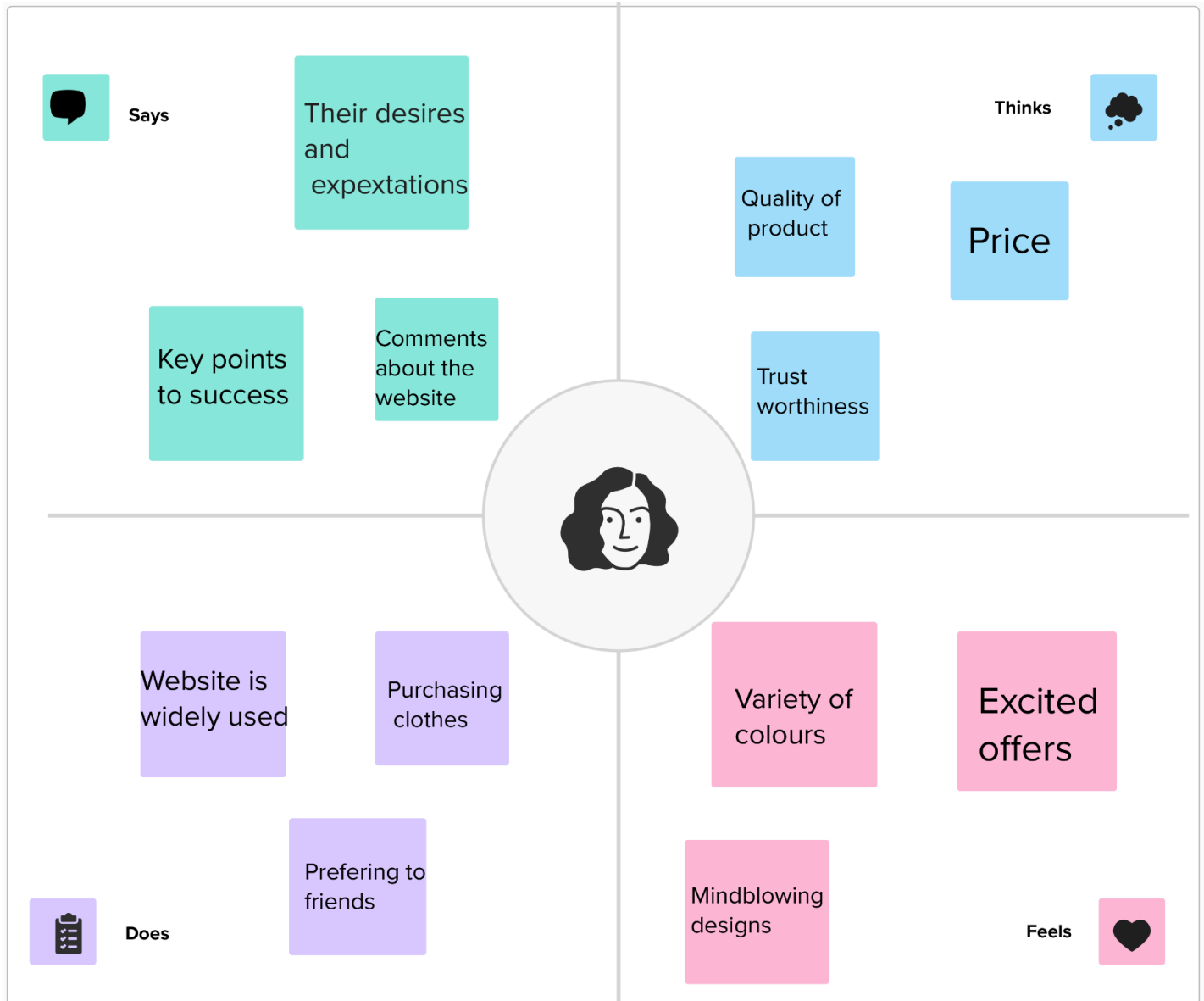
Test the website thoroughly for functionality and user-friendliness.

Seek feedback from potential customers and make necessary improvements. Once satisfied with the website, launch it.

Promote the website through social media, email marketing, and other marketing channels. Regularly update your website with new products, content, and promotions. Monitor analytics to track website performance and make improvements as needed.

2.3 Empathy Map Canvas

An Empathy Map is a simple, easy-to-digest visual that captures knowledge about the User's behavior and attitude. In this empathy map the behavior and attitude of the user is predicted by use and created the empathy map. The empathy map describes how the user feels, says, hear, and see the product. The gain and pain of this product is also described in the empathy map.



2.4 Ideation & Brainstorming



Link:

<https://app.mural.co/t/naanmudhalvanproject6924/m/naanmudhalvanproject6924/1698985781532/52b2ae2403fd942c461d832c2704447a6495077a?sender=u471c68f7336f576815806604>

2.5 Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To Build a website for “Mr.Handsome” clothing store.
2.	Idea / Solution description	Create a website using canva to avoid coding like HTML, CSS etc.
3.	Novelty / Uniqueness	The photos should be taken uniquely from the store.
4.	Social Impact / Customer Satisfaction	Time to go for the store will be reduced and the product can be bought online.
5.	Business Model (Revenue Model)	To scale or develop the business the website is necessary.
6.	Scalability of the Solution	The website should be modified according to the trends in the clothing.

3 REQUIREMENT ANALYSIS

3.1 Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Button Click	The shop button is created and track the product details and proceed to payment.
FR-2	Contact Button	The contact details of the shop should be given when the button is pressed.
FR-3	Shop by category button	The types of dress are displayed separately when shop by category button is pressed.

3.2 Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.





FR No.	Non-Functional Requirement	Description
NFR-1	Usability	The website should be user-friendly and easy to use, with clear and simple instructions.
NFR-2	Security	The system should protect the privacy of users and their data and ensure that the data is secure and protected from unauthorized access.
NFR-3	Reliability	The system should be reliable and operate continuously without failures or downtime.
NFR-6	Scalability	The system should be scalable and able to handle a large number of users and devices.

3.3 Determine the Requirements:

Determining the requirements for a user journey map involves identifying the key steps, touchpoints, and user needs to create a comprehensive visualization of the user's experience with a product or service.

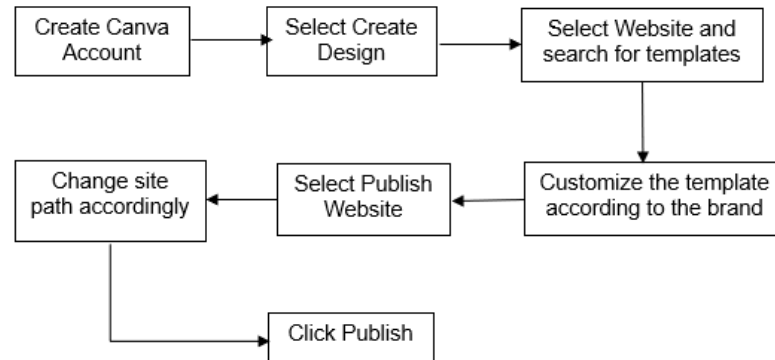
User Journey Map

User Journey Maps give an overview of the customer experience. How do you want your business to reach users?

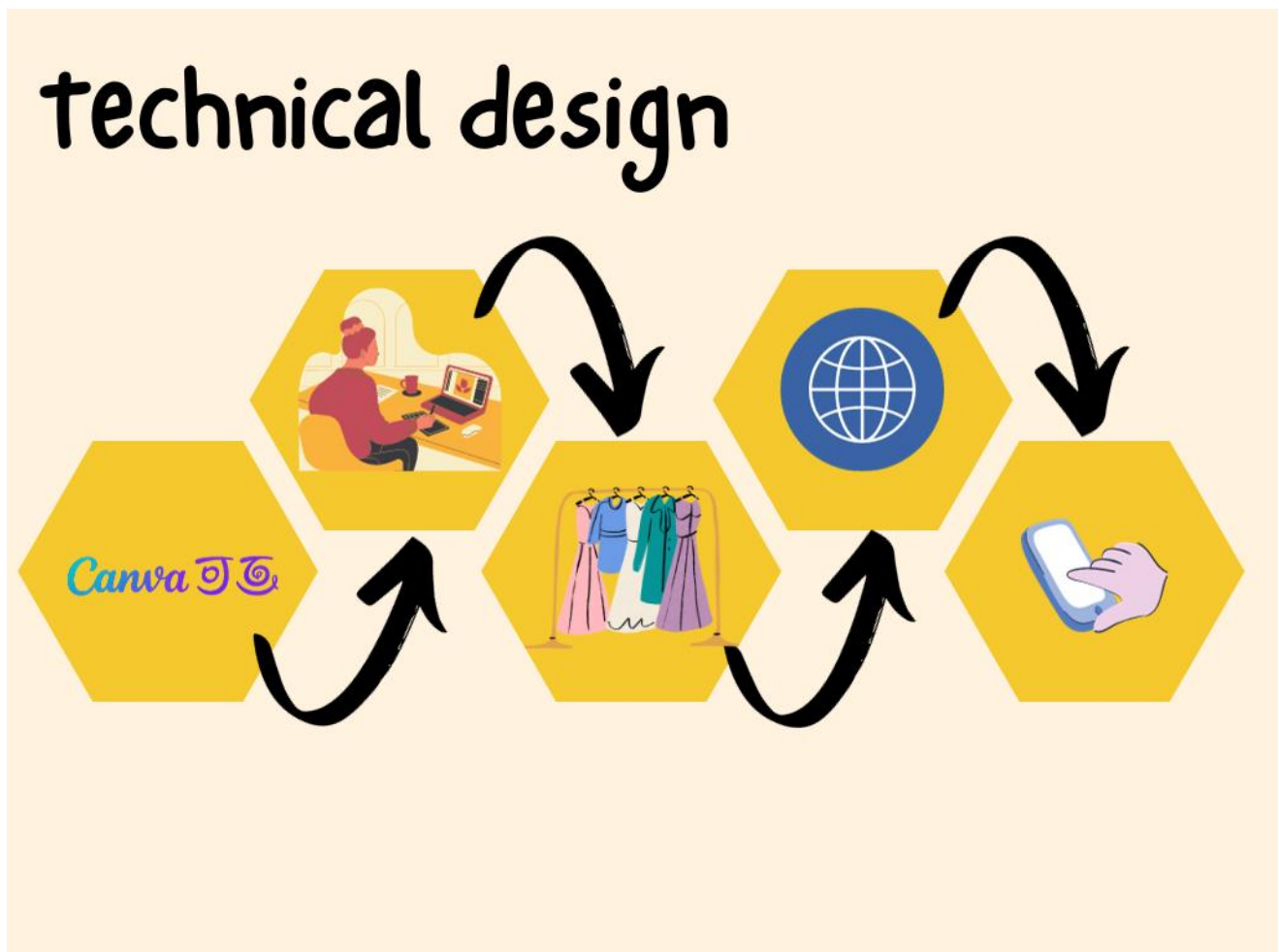
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	Purchase cloths through website	 Clean and neat website			
NEEDS	Good quality of cloths		 Long useable cloths		
FEELINGS	Feels exited for new trending cloths			 Feel happy to buy dresses with offers	
BARRIERS	Payment through online while purchase				 Cash on Delivery is needed

4 PROJECT DESIGN & PERFORMANCE


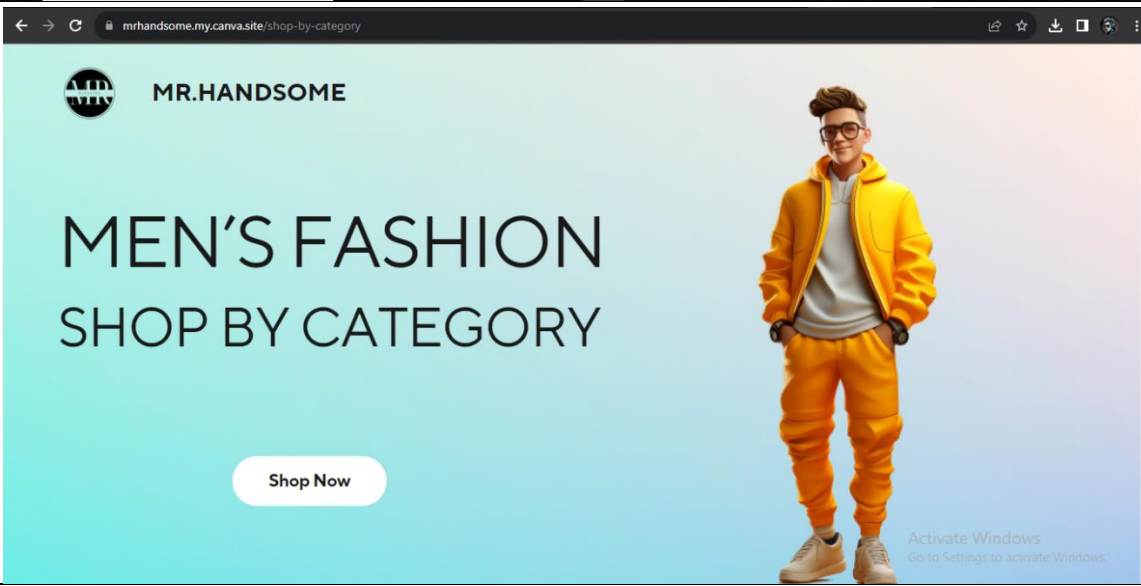
4.1 SOLUTION ARCHITECTURE



4.2 TECHNICAL ARCHITECTURE



4.3 Model Performance Metrics

Parameter	Values	Screenshot
Search site	Search brand in the browser and open the website	
Shop by category	Button click to navigate to shop by category	

5 ADVANTAGES & DISADVANTAGES

5.1 Advantages

- Increased credibility
- 24/7 availability
- Wider reach
- Better customer service

5.2 Disadvantages

- Security concerns
- Lack of personal interaction

6 CONCLUSION

Having a website for your cloth shop can be a great way to increase your visibility, attract more customers, and grow your business. While there are some disadvantages to consider, such as technical difficulties, security concerns, and costs, the benefits outweigh the drawbacks. If you're interested in setting up a website for your cloth shop, there are many resources available online to help you get started. For example, you can find tutorials on web development, website design, and eCommerce platforms. Overall, having a website for your cloth shop can be a smart investment that can help you reach more customers, increase your sales, and grow your business.

7 FUTURE SCOPE

Here are some potential future scopes of having a website for your cloth shop:

- With the rise of eCommerce, having a website can help you increase your online presence and reach a wider audience.
- In the future, websites will be able to offer more personalized experiences to customers.
- Augmented reality (AR) technology can help customers visualize how clothes will look on them before making a purchase.
- Artificial intelligence (AI) can help you automate various aspects of your business, such as inventory management, customer service, and marketing.
- Consumers are becoming increasingly conscious of the environmental impact of their purchases.

Overall, having a website for your cloth shop can help you stay competitive and grow your business in the future.

8 APPENDIX

8.1 GitHub Link

Link: <https://github.com/vsmidhun21/Naan-Mudhalvan--Digital-Marketing.git>

8.2 Project Video Demo Link

Link: <https://youtu.be/s16neUR5uGo>