

Ideation Phase

Define the Problem Statements

Date	19 October 2023
Team ID	NM2023TMID06472
Project Name	Project – Building a Website using Canva

Problem Statement :

In today's digital age, businesses and individuals often require an online presence to showcase their products, services, or personal portfolios. However, not everyone has the technical skills or resources to build a professional website from scratch. This challenge is further compounded by the need for visually appealing and user-friendly websites.

The problem at hand is to find a solution that enables individuals or small businesses with limited web development experience to create a visually captivating and functional website efficiently. Canva, a popular graphic design and visual content creation tool, offers a potential solution. The task is to explore and demonstrate how Canva can be used to design and develop a website that meets the modern standards of aesthetics, user experience, and functionality.

This problem statement seeks to address the following key questions:

1. Can Canva be leveraged effectively to create a website without traditional web development skills?
2. What are the strengths and limitations of using Canva for web design and development?
3. What best practices and tips can be shared for individuals and businesses looking to create their websites using Canva?
4. What are the potential use cases and industries where a Canva-based website creation approach can be beneficial?

The goal is to evaluate the feasibility and potential benefits of using Canva as a website development tool, providing practical guidance and insights for those interested in this approach.