

Project Design Phase-I
Proposed Solution

Date	19 October 2023
Team ID	NM2023TMID06472
Project Name	Project –Building A Website Using Canva

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>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</p>

2.	Idea / Solution description	<p>Solution Description:</p> <p>"Fashion Hub" is an online platform offering a wide variety of clothing and accessories for men, women, and children. More than just an e-commerce site, it combines fashion with sustainability, featuring an awareness campaign to educate users about eco-friendly choices. The platform hosts virtual fashion shows, enabling real-time purchases and personalization of user profiles. With responsive customer support and multiple secure payment options, it's designed for convenience. "Fashion Hub" stands out with its eco-friendly product filters and sustainability-focused content, providing a holistic fashion experience that resonates with environmentally conscious consumers. It aims to be a fashion destination that promotes both style and responsible choices, fostering a community of fashion enthusiasts.</p>
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3	Novelty / Uniqueness	<p>Novelty/Uniqueness:</p> <p>"Fashion Hub" stands out with its novelty and uniqueness in the fashion industry. It offers an extensive range of clothing and accessories for men, women, and children while emphasizing sustainability. The integration of virtual fashion shows, personalized user profiles, and eco-friendly product filters adds a distinctive dimension to the platform. It's a novel combination of style and responsible choices, addressing the growing need for environmentally conscious fashion. The project's mission is to provide a unique, immersive, and eco-conscious fashion experience, setting it apart as a trendsetter in the industry.</p>
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4.	Social Impact / Customer Satisfaction	<p>Social Impact: Fashion Hub goes beyond commerce; it aims to make a positive impact on society. By promoting sustainable and eco-friendly fashion choices, it contributes to reducing the environmental footprint of the fashion industry. The project's awareness campaign educates users about the importance of responsible fashion decisions, empowering individuals to be more conscious consumers. It supports ethical sourcing and eco-conscious practices, fostering a more sustainable fashion ecosystem.</p> <p>Customer Satisfaction: Customer satisfaction is at the heart of Fashion Hub. The platform is designed to offer a seamless and enjoyable shopping experience for users of all ages. It provides a vast selection of stylish clothing and accessories for men, women, and children. Personalized user profiles, responsive customer support, and multiple secure payment options ensure a convenient and user-friendly experience. The innovative virtual fashion shows add an engaging dimension to the platform, enhancing user satisfaction by keeping them updated on the latest trends. By aligning with customer values, promoting sustainability, and offering a diverse range of products, Fashion Hub strives to create delighted and loyal customers.</p>
5.	Business Model (Revenue Model)	<p>"Fashion Hub" employs a comprehensive revenue model designed to ensure sustainability while delivering an exceptional user experience. Its primary income source comes from e-commerce sales, offering a wide array of clothing and accessories for men, women, and children. In addition, the platform introduces subscription services, granting premium users exclusive access and benefits. Virtual fashion show tickets and advertising partnerships further contribute to the revenue stream.</p> <p>The project also embraces affiliate marketing, collaborating with fashion brands and earning commissions on referred sales. Certification of eco-friendly products is another revenue source, promoting sustainability. By providing data insights, licensing, and collaborations, "Fashion Hub" expands its income avenues. This multifaceted approach enables the project to continue offering value while pursuing its mission of sustainable fashion and responsible consumption.</p>

6.	Scalability of the Solution	<p>The scalability of "Fashion Hub" is a fundamental aspect of its strategy for accommodating growth and evolving user needs. To achieve scalability, the project focuses on a range of measures. It employs a scalable infrastructure that can efficiently handle increased traffic and data demands, often leveraging cloud services for flexibility. Load balancing is introduced to evenly distribute incoming traffic, ensuring optimal performance even during peak periods, such as virtual fashion shows or high-traffic sales events.</p> <p>Database optimization techniques are implemented to enhance data management and retrieval. The integration of a Content Delivery Network (CDN) serves to streamline content delivery, reducing server load and enhancing load times. A microservices architecture provides modularity, making it easier to scale individual components. Mobile responsiveness is also emphasized, catering to users across various devices. Additionally, continuous monitoring, code efficiency, redundancy, and disaster recovery measures are in place to guarantee seamless scalability, maintaining the project's commitment to a responsive and robust user experience as it grows.</p>
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