Project Design Phase-I
Proposed Solution Template

Date	01 NOV 2023
Team ID	NM2023TMID04457
Project Name	**Building a website using canva**

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Project Objectives	Clearly define the goals of the project, including creating an online platform to showcase cafe offerings, enabling online reservations, and providing event information.
2.	Target Audience	Identify the specific audience the website aims to reach, considering demographics, preferences, and behavior.
3.	Scope	Define the boundaries of the project, including what will be included (e.g., website design, content creation, SEO integration) and excluded (e.g., e-commerce functionality).
4.	Budget	Set the financial resources available for the project, including costs for design, development, and maintenance.
5.	Timeline	Determine the project's time frame, specifying key milestones and deadlines for design, development, and launch.
6.	Design and Branding	Describe the design approach, encompassing the website's aesthetics, layout, color schemes, and branding integration.
7.	Content Creation	Detail the strategy for content creation, specifying the type of content, topics, and sources for text and visuals.
8.	Development	Outline the technical aspects, including the choice of tools (Canva), website platform, and integration of features.
9.	SEO Integration	Explain the plan for basic SEO integration to improve the website's visibility and search engine ranking.
10.	User Experience (UX)	Describe the approach to ensure a user-friendly website, focusing on navigation, responsiveness, and accessibility.
11.	Testing and Quality	Define the quality control process, including testing procedures, bug tracking, and user feedback collection.
12.	Digital Marketing	Provide an overview of the digital marketing channels, platforms, and strategies that will be utilized for promotion.

13.	Monitoring and Analytics	Specify tools and methods for tracking project performance, analysing user behaviour, and measuring KPIs.
14.	User Training	Outline plans for user training on content management and support options for users interacting with the website.