**Project Design Phase-I**

**Proposed Solution Template**

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| 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.

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| **S.No.** | **Parameter** | **Description** |
|  | 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. |
|  | Target Audience | Identify the specific audience the website aims to reach, considering demographics, preferences, and behavior. |
|  | 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). |
|  | Budget | Set the financial resources available for the project, including costs for design, development, and maintenance. |
|  | Timeline | Determine the project's time frame, specifying key milestones and deadlines for design, development, and launch. |
|  | Design and Branding | Describe the design approach, encompassing the website's aesthetics, layout, color schemes, and branding integration. |
|  | Content Creation | Detail the strategy for content creation, specifying the type of content, topics, and sources for text and visuals. |
|  | Development | Outline the technical aspects, including the choice of tools (Canva), website platform, and integration of features. |
|  | SEO Integration | Explain the plan for basic SEO integration to improve the website's visibility and search engine ranking. |
|  | User Experience (UX) | Describe the approach to ensure a user-friendly website, focusing on navigation, responsiveness, and accessibility. |
|  | Testing and Quality | Define the quality control process, including testing procedures, bug tracking, and user feedback collection. |
|  | Digital Marketing | Provide an overview of the digital marketing channels, platforms, and strategies that will be utilized for promotion. |
|  | Monitoring and Analytics | Specify tools and methods for tracking project performance, analysing user behaviour, and measuring KPIs. |
|  | User Training | Outline plans for user training on content management and support options for users interacting with the website. |