CAPSTONE PROJECT

Canva × Product Space

Topic : Enhancing User Engagement and Activation for Canva's Presentation Tool

TEAM : GROWTH NAVIGATORS

Team members: Dhwani, Subhiksha & Uday

AGENDA

- OVERVIEW
- PROBLEM STATEMENT
- PRODUCT, MARKET & USER
- PAIN POINTS
- SOLUTIONS
- METRICS



Product Space

OVERVIEW



STORY TIME

From Underdog to Game Changer: How Canva Tool Took Off

Canva is an online design platform that makes it easy for anyone to create prof essional-quality graphics and presentations. Launched in 2013, it quickly grew in popularity due to its user-friendly interface. Though initially just one of many features, Canva's presentation tool gained significant traction as users discove red how effortlessly they could create stunning, customizable slides. This feat ure played a crucial role in Canva's rise to becoming a global design leader.

Vision - Become the go-to platform for all design needs

Mission - Empower everyone in the world to design anything and publish anywhere

SAY HI TO FOUNDERS



Cliff Obrecht, Melanie Perkins and Cameron Adams



15B+
Designs created

190
Countries

Key Offerings	Description
Canva Design Tool	Create graphics, presentations, and social media posts.
Canva Pro	Advanced design features and brand management.
Canva for Enterprise	Team collaboration and brand consistency.
Canva Print	Print physical copies of designs.
Canva Video	Create and edit video content.

PROBLEM STATEMENT

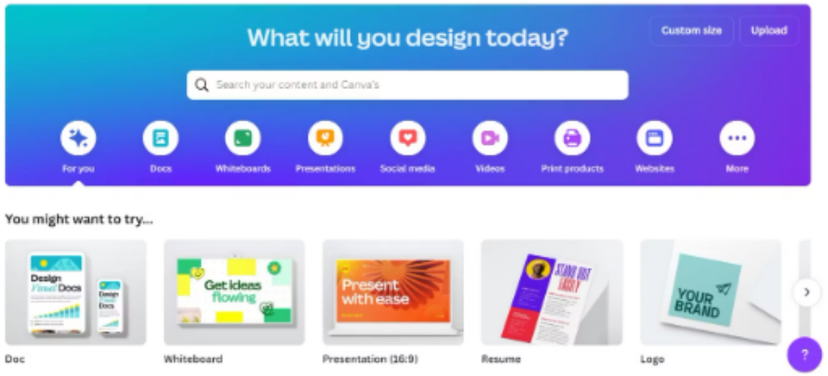
Objective: As Canva's product manager, increase activations and engagement for Canva’s presentation tool.

Strategies:

- Identify reasons for the decline in engagement, such as missing features or inadequate collaborative tools.
- Propose solutions to improve the presentation tool by enhancing features, refining the user interface, and introducing new collaborative design methods.
- Develop a marketing strategy to effectively communicate these enhancements to both current and potential users.



PRODUCT, MARKET & USER



Product Space

WHAT DOES THE PRODUCT (CANVA PRESENTATION TOOL) REALLY DO?

JTBD'S

01 Create Visually Engaging Presentations Easily and Efficiently

02 Collaborate Effectively on Presentation Projects

03 Ensure Consistency and Cohesiveness in Presentation Design



$1 billion
Revenue (FY23)



540 million
Monthly Visit Growth



35% *(FY22 - FY23)*
Revenue Growth



$589 Mn
Total Funding



220.2 Mn visits
Monthly Traffic



100 Mn
Monthly Active Users

PRODUCT, MARKET & USER



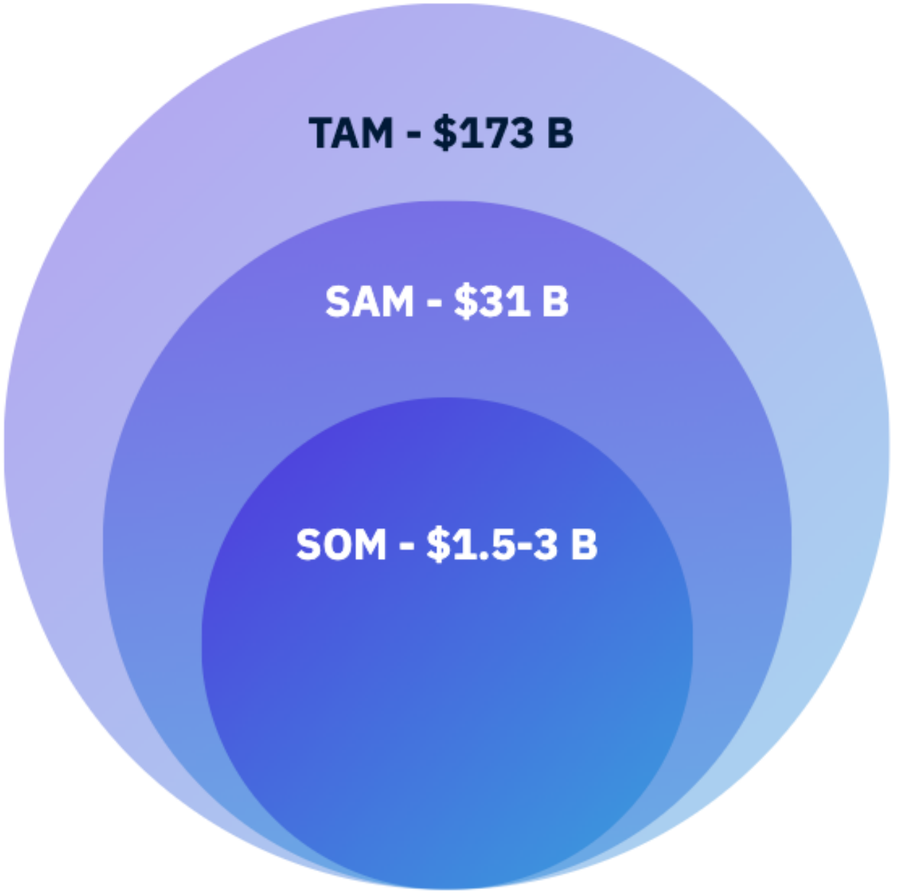
MARKET SIZE OF PRESENTATION DOMAIN

01 **Total Addressable Market (TAM)**
$173 billion per year (global presentation software market)

02 **Serviceable Addressable Market (SAM)**
$31 billion per year (online/cloud-based presentation tool users).

03 **Serviceable Obtainable Market (SOM)**
$1.5 to $3 billion (Canva's realistic market capture potential).

04 **What is the strategy focusing on?**
Providing accessible, user-friendly design tools to boost creativity and collaboration.



COMPETITIVE ANALYSIS



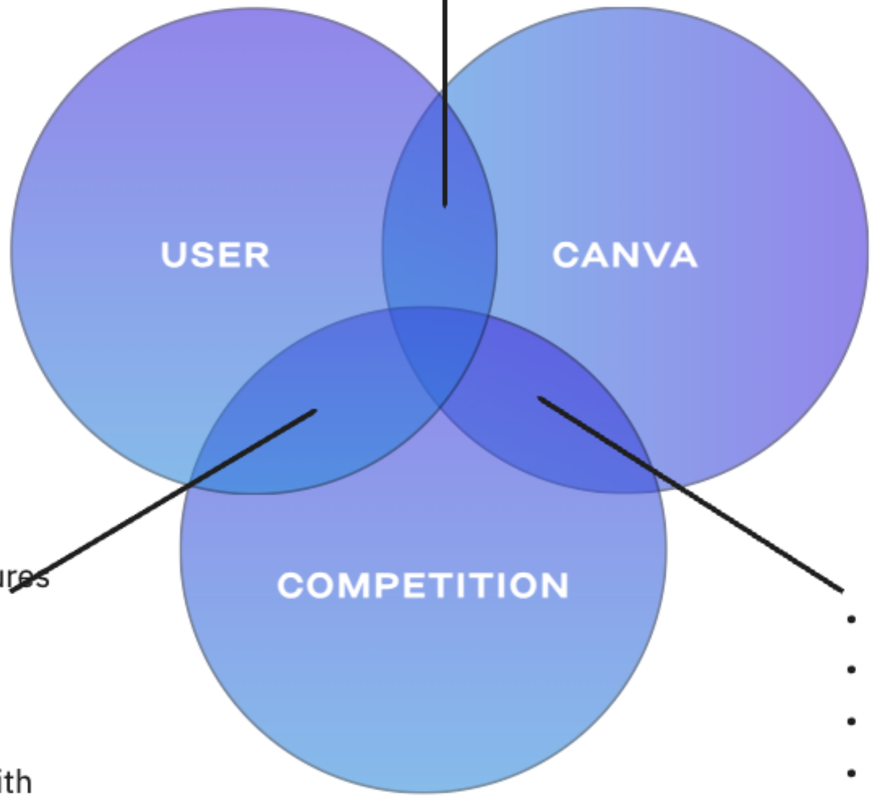
	Canva	Figma	PowerPoint	Google Slides	Pitch
Feature Set	Templates, drag-and-drop, brand kit, video	Interactive components, basic animations	Advanced animations, multimedia support	Cloud-based, real-time collaboration	Modern templates, presentation analytics
User Experience	Intuitive, minimal learning curve	Minimalistic, easy for quick slides	Familiar, detailed customization	Simple, Google ecosystem integration	Team-focused, easy to learn
Collaboration Tools	Real-time, comments, access control	Real-time, commenting	SharePoint/OneDrive collaboration	Real-time, Google Drive integration	Real-time, presenter mode
Pricing	Free tier, Pro: $12.99/month, Enterprise plans	Free with limited features (beta)	Office 365: $6.99/month	Free, Google Workspace: $6/month	Free tier, Pro: $10-$20/user/month
Unique Selling Points	Accessible, versatile for non-designers	Seamless Figma integration	Industry-standard, deep customization	Free, easy access, Google integration	Built for team collaboration

Product Space

COMPETITIVE LANDSCAPE

Point of Differentiation

- Extensive Template Library
- Ease of Use
- Integrated Design Elements



Competitor USP

- **Figma**: Advanced Collaboration
- **Microsoft PowerPoint**: Advanced Features and Familiarity
- **Pitch.com**: Design-Centric and Collaborative Presentations
- **Google Slides**: Seamless Integration with Google Workspace

Point of Parity

- Cloud-Based Access
- Collaboration Features
- Customizable Design Options
- Export and Sharing Options

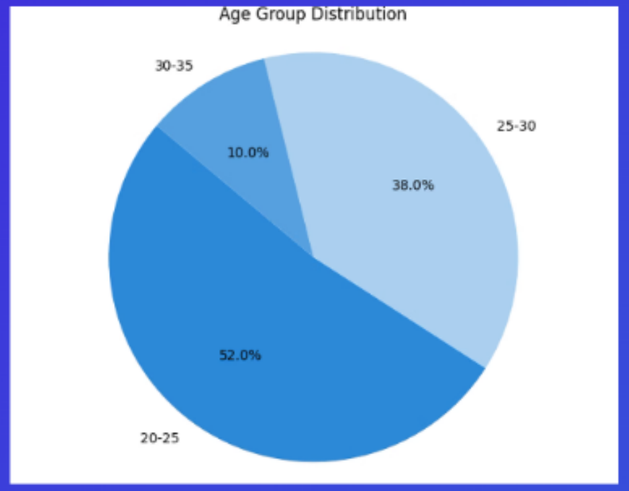
Product Space

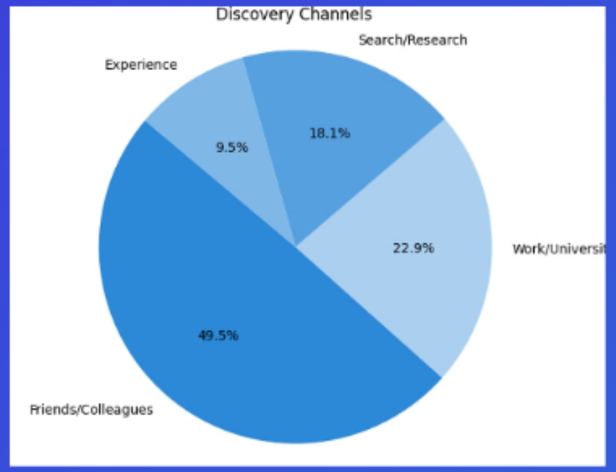
USER RESEARCH AND INSIGHTS

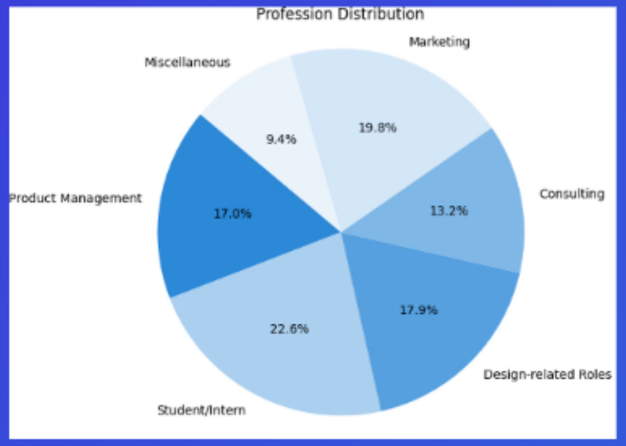


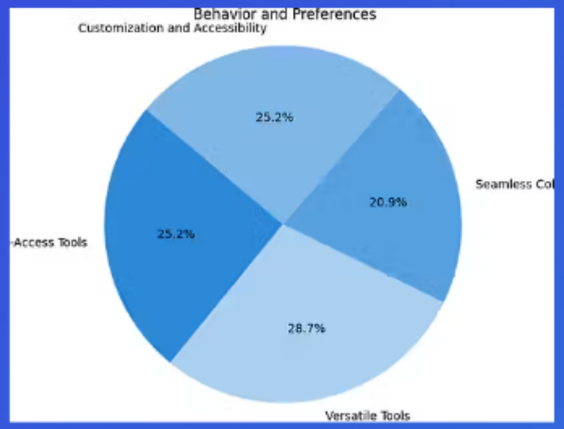
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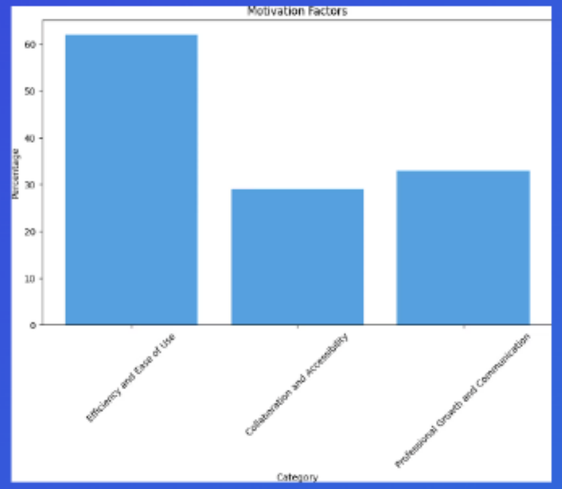
Based on over **25 user interviews, 200+ iOS App Store and Google Play Store reviews, 30+ Microsoft Store reviews**, and more than **100 community reviews**, we have developed the following data insights.

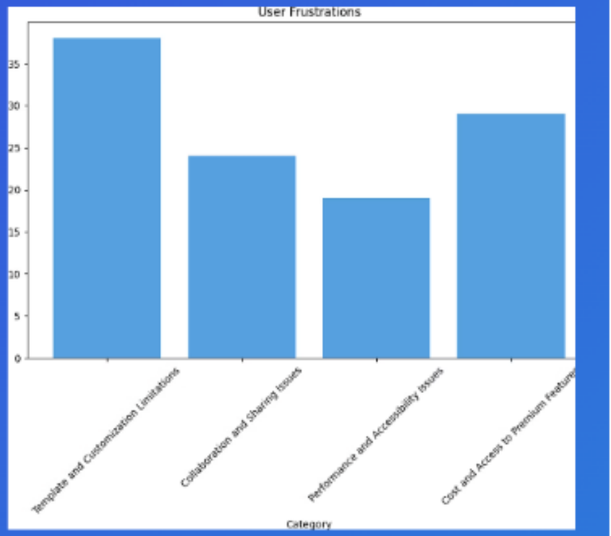






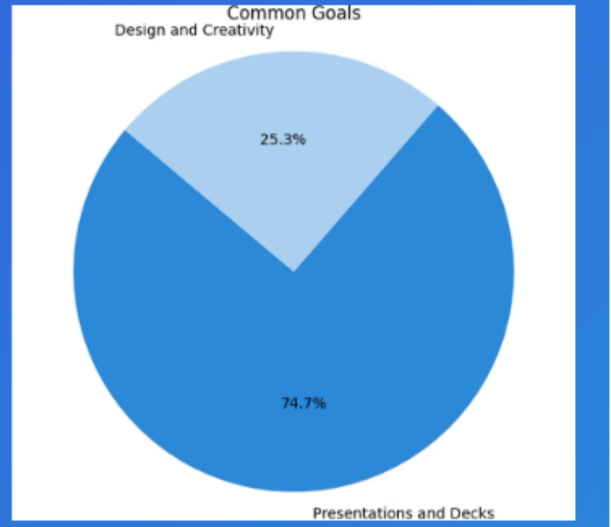






Top insights from the analysis

- Core Goal: 74.7% use Canva for presentations and decks.
- Discovery: Word-of-mouth is crucial (49.5%).
- Preferences: Users prioritize versatile tools, customization, and collaboration.
- Frustrations: Customization limits, integration issues, and premium costs.



Product Space

USER PERSONAS



Product Space

NEEDS

1. **Advanced Tools:** Access to powerful design features for high-quality output.
2. **Customizable Templates:** Templates that can be tailored to specific needs and branding.
3. **Collaboration Tools:** Features for smooth teamwork and client interactions.
4. **Export Quality:** Options to export designs with maintained quality.

GOALS

1. **Create Professional Presentations:** Design high-quality decks for client meetings and pitches.
2. **LinkedIn Content:** Develop engaging posts to highlight professional achievements.
3. **Marketing Campaigns:** Create visuals for marketing campaigns and promotions.
4. **Brand Consistency:** Ensure all designs align with brand guidelines.

CHALLENGES

1. **Rigid Templates:** Difficulty in customizing templates to fit specific needs.
2. **Collaboration Problems:** Issues with real-time editing and sharing with teams.
3. **Limited Free Resources:** Inadequate design elements in the free version.
4. **Feature Restrictions:** Advanced features are only available in the paid version



AKANKSHA

PERSONA TYPE : MARKETING PROFESSIONAL

Position
STRATEGY CONSULTANT

Income
STABLE

Location
GURUGRAM

Age
25

TECH SAVVINESS
EASY — DIFFICULT

BUDGET-CONSCIOUS
LOW — HIGH

READY TO EXPLORE OPTIONS
YES — NO

Product Space

NEEDS

1. **Advanced Design Tools:** Requires robust features for high-quality presentation and design work.
2. **Versatile Templates:** Needs templates that can be easily adapted for various presentations.
3. **Custom Design Options:** Flexibility to tailor designs to meet specific requirements.
4. **Efficient Export Formats:** Reliable options for exporting in various formats and high resolution.

GOALS

1. **Investor Presentations:** Create impactful presentations for financial pitches.
2. **Event Slides:** Design engaging slides for social events and business gatherings.
3. **Personal Branding:** Develop materials to enhance personal visibility and brand.
4. **Social Media Graphics:** Produce compelling graphics for social media platforms.

CHALLENGES

1. **Template Shortages:** Difficulty finding suitable templates for specific needs.
2. **Export Problems:** Issues with exporting presentations and graphics to desired formats.
3. **Free Version Limits:** Restrictions on features and resources in the free version.
4. **Customization Issues:** Difficulty in modifying templates to fit unique needs.
5. **Magic Write Issues:** Problems with the Magic Write feature, affecting content generation.



GAURAV SAINI

PERSONA TYPE:
SOCIAL MEDIA BRAND MANAGER

Position
SOCIAL MEDIA BRAND MANAGER

Income
STABLE

Location
BANGALORE

Age
32

TECH SAVVINESS
EASY — DIFFICULT

BUDGET-CONSCIOUS
LOW — HIGH

READY TO EXPLORE OPTIONS
YES — NO

Product Space

NEEDS

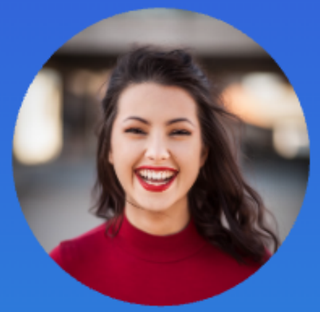
1. **HR Templates:** Access to templates specifically for HR-related content.
2. **Team Collaboration:** Tools for effective teamwork and document sharing.
3. **Design Flexibility:** Ability to customize elements to meet HR needs.
4. **Data Visualization:** Tools for clear and effective presentation of data.

GOALS

1. **Case Study Presentations:** Create effective presentations for case studies and reports.
2. **Recruitment Decks:** Design decks for recruitment drives and candidate showcases.
3. **HR Materials:** Develop materials for policy introductions and training.
4. **Team Activities:** Design content for team-building events and office activities.

CHALLENGES

1. **Collaboration Issues:** Problems with working together on projects due to feature limits.
2. **Limited Templates:** Few templates available for HR-specific needs.
3. **Customization Challenges:** Hard to adjust designs to fit specific requirements.
4. **Export Issues:** Problems with saving and sharing presentations correctly.



RICHA SINGH

PERSONA TYPE: HR PROFESSIONAL

Position
HR PROFESSIONAL

Income
STABLE

Location
AHMEDABAD

Age
26

TECH SAVVINESS
EASY — DIFFICULT

BUDGET-CONSCIOUS
LOW — HIGH

READY TO EXPLORE OPTIONS
YES — NO

Product Space

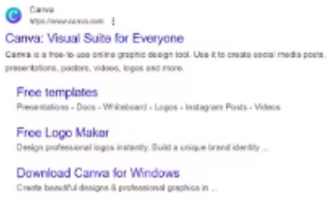
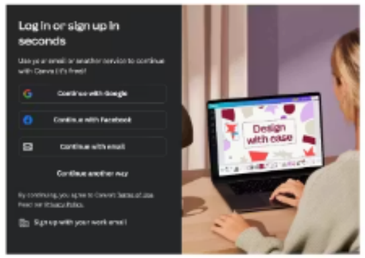
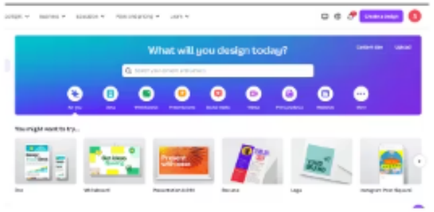
USER JOURNEY MAPPING

Click here to watch the user journey

https://tinyurl.com/UserJourneyOfGaurav



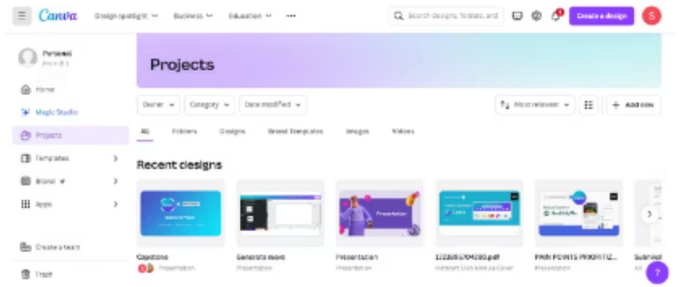
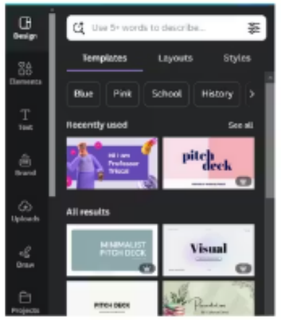
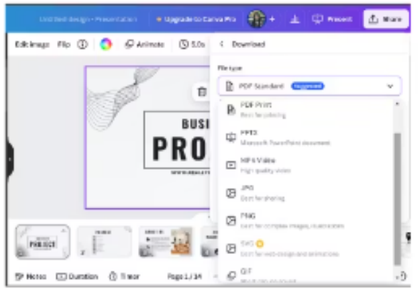
1. Discovery and Initial Use

Process	Learn About Canva	Sign Up and Onboard	Explore Features	Start Using Canva
Action	Discover Canva through reviews/ referrals or web search	Create an account and complete onboarding	Test Canva's features and tools	Begin creating presentations and graphics
Interface				
Emoji	🤔 (Curiosity, interest)	😊/😅 (Excitement, slight apprehension)	🔍/🤓(Exploration, curiosity)	💪/😤 (Determination, slight frustration)
Touchpoint	Canva website, reviews	Canva sign-up process, onboarding tutorials	Design editor, templates	Canva design tools, templates
Goal	Evaluate Canva for design tasks	Get started with Canva	Familiarize with Canva's capabilities	Start using Canva for design projects
Pain Points	Limited initial understanding of features	Onboarding might be overwhelming for new users	Initial learning curve	Basic features might be restrictive

Product Space

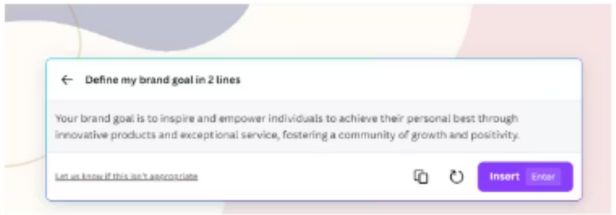
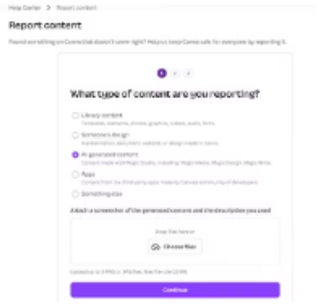
USER JOURNEY MAPPING

2. Regular Use

Process	Create Designs	Utilize Templates	Identify Limitations
Action	Regularly use Canva for various projects	Leverage Canva's templates for efficiency	Encounter issues with templates and features
Interface			
Emoji	😊 (Creative, focused)	😐 (Efficient, slightly restricted)	😓/😤 (Frustrated, challenged)
Touchpoint	Canva design editor, templates	Template library, design tools	Canva design tools, free version
Goal	Create high-quality presentations and graphics	Efficiently complete design tasks	Find workarounds for Canva's restrictions
Pain Points	Limited template variety	Customization limitations	Restrictions in free version, limited customization

USER JOURNEY MAPPING

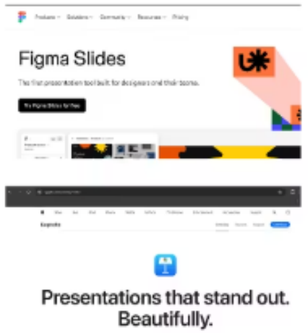
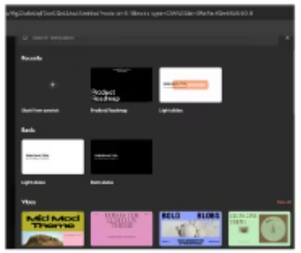
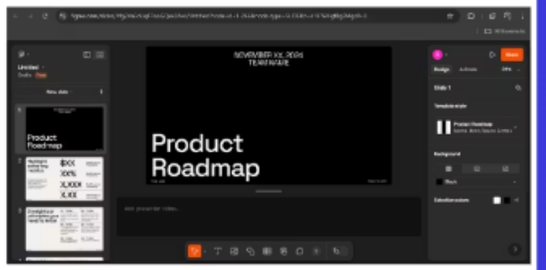
3. Issues with magic write

Process	Encounter Magic Write Issues	Troubleshoot Problems	Adjust Use
Action	Face problems with Magic Write	Seek solutions through support	Adapt design processes around limitations. Seeking workaround
Interface			
Emoji	😟 (Concerned, frustrated)	🤔/😕 (Determined, slightly dissatisfied)	😓/😠 (Frustrated, adapting)
Touchpoint	Canva Magic Write tool	Canva support channels, forums	Canva design workflow
Goal	Resolve issues with AI-generated content	Fix Magic Write issues	Minimize impact of Magic Write issues
Pain Points	Inaccuracies and lack of personalization	Limited effectiveness of support solutions. No immediate support.	Increased editing time and frustration

Product Space

USER JOURNEY MAPPING

4.Transition to other tools

Process	Research Alternatives	Evaluate New Tools	Shift Tools
Action	Explore Keynote and Figma	Test new tools for design precision	Transition primary work to Keynote and Figma
Interface		 	
Emoji	🤔 (Curious, cautious)	🤔/🤞 (Evaluative, hopeful)	😅/😬 (Anxious, cautious)
Touchpoint	Keynote, Figma websites	Keynote, Figma design interfaces	Keynote, Figma platforms
Goal	Find tools with better design capabilities	Assess if new tools meet design needs	Optimize design work with advanced features
Pain Points	Time spent researching and testing	Adjustment period for new tools	Possible workflow disruptions

USER JOURNEY MAPPING

5.Decision and future use

Process	Reflect on Tool Usage	Decide Tool Strategy	Optimize Workflow
Action	Evaluate effectiveness of Canva vs. Keynote and Figma	Decide on primary tools for different tasks	Implement tool strategy for efficiency
Emoji	🤔 (Thoughtful, analytical)	🤔 (decisive)	🧐 (Focused, determined)
Touchpoint	Canva, Keynote, Figma platforms	Keynote, Figma, Canva	Various design tools and platforms
Goal	Determine the best tool for future use	Optimize use of tools based on needs	Streamline design processes and maximize efficiency
Pain Points	Continuous evaluation required	Potential adjustments in workflow	Coordination between multiple tools

Product Space



User stories



1) "As a user creating brand-related designs, I need to **find templates that closely align with my brand image** so that I can maintain brand consistency without spending too much time searching or customizing."

2) "As a user with limited design knowledge, I need Canva to offer **more flexible and customizable templates** so that I can efficiently tailor designs to my specific brand needs without extensive design skills."

3) "As a brand manager, I need **detailed metrics** on how my presentations are performing, so I can understand viewer engagement, optimize future designs, and improve the impact of my content."

4) "As a user preparing presentations for investors, I need **AI-generated presentations** in Canva to include **accurate and polished animations** so that I can deliver engaging presentations without spending time on manual adjustments."

5) "As a user who uses AI for creating content, I want **accurate and personalized content from Magic Write** so that I don't have to spend extra time editing."

6) "As a user transitioning to or exploring new design tools, I want **minimal disruptions** and the ability to quickly assess their capabilities so that I can maintain productivity and choose the best tools efficiently."

7) "As a user coordinating between multiple tools, I want **seamless integration** so that my workflow remains smooth."

8) "As a user who collaborates with a team on design projects, I want **better collaboration features** in Canva so that my team and I can work together on the same design or prompt without losing time or experiencing miscommunication."

9) "As a user with a free version of Canva, I want to be **notified whenever I add any premium element** so that I can view all the paid elements comprehensively."

10) "As a user facing a learning curve with new features, I want **clear guidance and tutorials** so that I can quickly become proficient with Canva's tools."

Prioritisation of Pain Points



Pain Points	Priority	Rationale
Difficulty Finding Templates Tailored to User Needs	**Must Have**	**Ensuring users can quickly find relevant templates is crucial for maintaining engagement, particularly against competitors like Figma.**
Limited Flexibility in Customizing Templates	**Must Have**	**Flexibility and ease of use are essential to retain users with limited design skills, directly impacting activation and engagement.**
Inaccurate AI Content and Lack of Personalization	**Must Have**	**Personalized and efficient AI content creation is crucial for user retention and satisfaction, driving higher engagement.**
Challenges in Accessing All Paid Elements in a Single View	**Must Have**	**Ensuring free users can view the comprehensive list of all paid elements so that they can remove or keep track accordingly.**
Insufficient Metrics for Tracking Presentation Impact	**Should have**	**Helps to understand the user engagement for the professionals who need to evaluate their presentations**
Frequent Design Disruptions	**Should Have**	**Smooth transitions and assessments help prevent users from shifting to competitors, supporting long-term engagement.**
Weak Team Collaboration Features	Could Have	Enhanced collaboration is a key factor in driving user engagement, especially in response to competition from Figma, which offers strong collaborative tools.
Lack of Clear Guidance for Learning New Features	Could Have	While important, tutorials are less critical than improving core functionality and engagement-driving features.
Inadequate AI Animation for Presentations	Won't have	High-quality AI features will differentiate Canva's presentation tool from competitors, crucial for re-engaging users who might switch to Figma.
Restricted Customization Options in Free Version	Won't Have	Offering strong free customization options helps attract new users and retain existing ones, though it's less urgent than core features.

SOLUTIONS



Product Space

Problem Solution Mapping



Pain Point	Solution	Rationale
Difficulty Finding Templates Tailored to User Needs	Brand-Based Template Generation	Enhancing the "Brand" feature to generate templates using logo, color, fonts, icons, and graphics provides more customized options. A "Regenerate" option allows for continuous refinement.
Limited Flexibility in Customizing Templates	Slide-Specific Chatbot Assistance	Integrating a chatbot on each slide assists with queries and suggestions, allowing users to personalize templates easily and request regenerations.
Inaccurate AI Content and Lack of Personalization	Preference Generation and Preference Monitor	Improving AI to understand user behavior and provide multiple tailored content options increases relevance and satisfaction.
Frequent Design Disruptions	Design Mode Toggle	Introducing a toggle between "Design Mode" and "Minimalist Mode" allows users to choose their preferred mode, minimizing design interruptions.
Challenges in Accessing All Paid Elements	Pro Element Navigator	Adding visual alerts for premium elements helps users quickly identify paid content, saving time and clarifying restrictions.
Insufficient Metrics for Tracking Presentation Impact	Enhanced Presentation Metrics	Providing overall and slide-wise engagement metrics, including view percentages and duration, allows users to assess and improve presentation effectiveness.

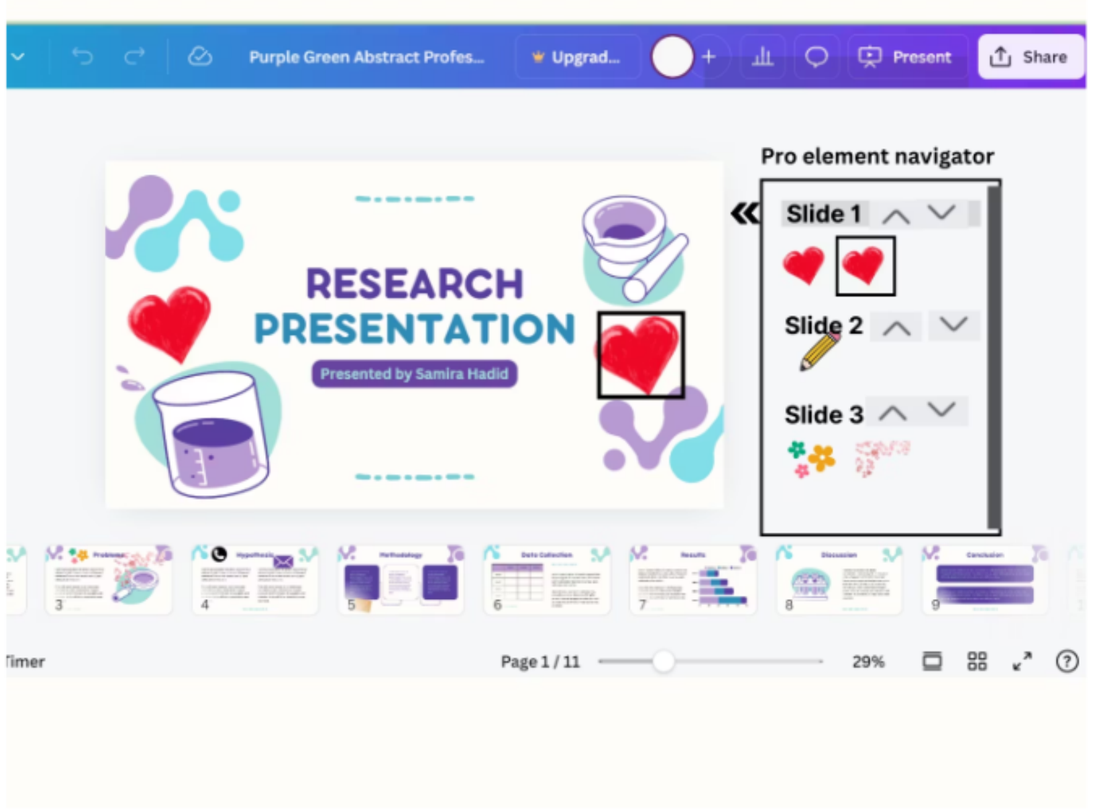
Solution Priortization



Solution	Reach	Impact	Effort	Rank
Pro Element Navigator	**High**	**High**	**Low**	**1**
Preference Generation and Preference Monitor	**High**	**High**	**Medium to High**	**2**
Brand-Based Template Generation	**Medium**	**High**	**Medium**	**3**
Enhanced Presentation Metrics	**Low**	**Medium**	**Low**	**4**
Design Mode Toggle	Low	Low	Low to Medium	5
Slide-Specific Chatbot Assistance	Low	Low	Medium	6

SOLUTION 1 : PRO ELEMENT NAVIGATOR

Solves for : Challenges in Accessing All Paid Elements in a Single View



WHAT IS THIS FEATURE?

The Pro Element Navigator is a feature designed to provide users with a comprehensive list of all paid elements added to a presentation. This feature ensures that as soon as a paid element is added, users can see it in a single, accessible view rather than discovering it only at the time of downloading.

HOW WILL IT WORK?

Free users will have access to a detailed, slide-by-slide list of all paid elements within the presentation. They can navigate through this list to view each slide and see all the highlighted paid elements. By clicking on an element in the list, users will be able to jump directly to that element on the respective slide.

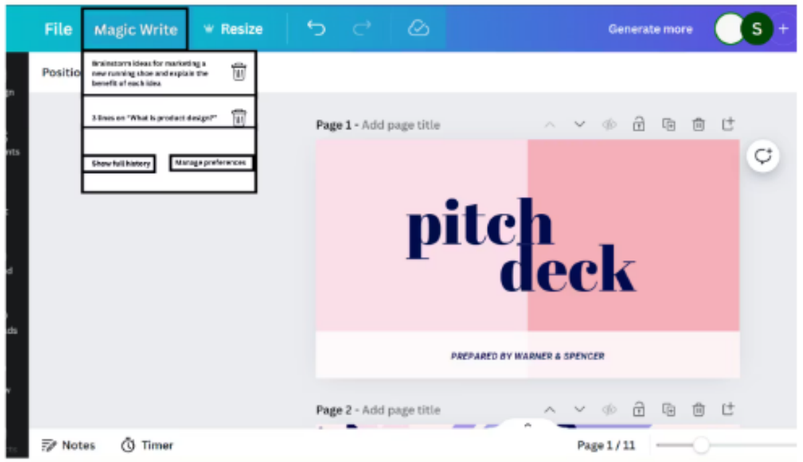
IMPACT

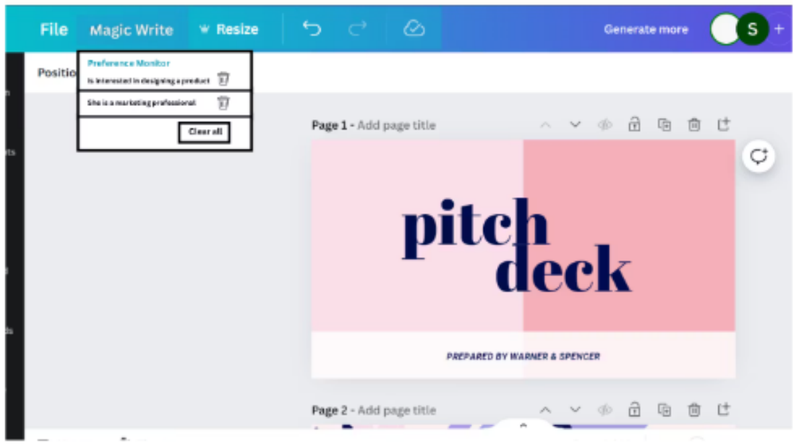
Users will be able to identify and track paid elements as soon as they are added, leading to more efficient management of these elements. This proactive visibility will help reduce frustration during the download process and improve overall user satisfaction.

SOLUTION 2: PREFERENCE GENERATION AND PREFERENCE MONITOR

Solves for : Inaccurate AI Content and Lack of Personalization

FEATURE 1 : INTRODUCING "MANAGE PREFERENCES"





WHAT IS THIS FEATURE?

This feature will Enhance the Magic Write feature by integrating advanced AI algorithms that understand user behavior and actions, providing more personalized and accurate content generation.

HOW WILL IT WORK?

The system will implement *Preference Generation* to generate the content *and Preference Monitors* to capture and analyze user behavior, including search history and preferred search styles. This metadata will be used to tailor content generation based on the user's specific preferences and past interactions. As a result, the AI will produce content that aligns more closely with the user's needs and preferences.

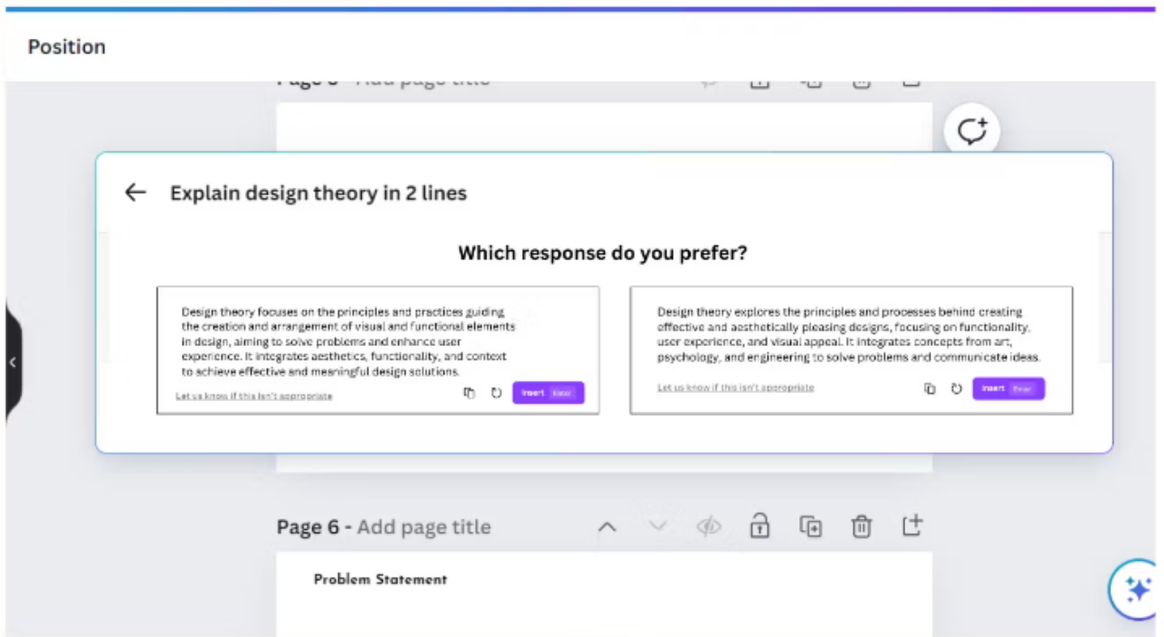
IMPACT

Users will receive customized content recommendations and results based on their individual search history and preferences, rather than generalized output. This improved personalization will enhance the relevance of the content and overall user satisfaction with the Magic Write feature.

SOLUTION 2: PREFERENCE GENERATION AND PREFERENCE MONITOR

Solves for : Inaccurate AI Content and Lack of Personalization

FEATURE 2 : CHOOSE YOUR PREFERRED RESPONSE



WHAT IS THIS FEATURE?

This feature provides users with two AI-generated responses to a query, allowing them to compare and choose the one that best fits their needs. It offers concise explanations in response to a question, providing an easy way to insert accurate and relevant content into a project.

HOW WILL IT WORK?

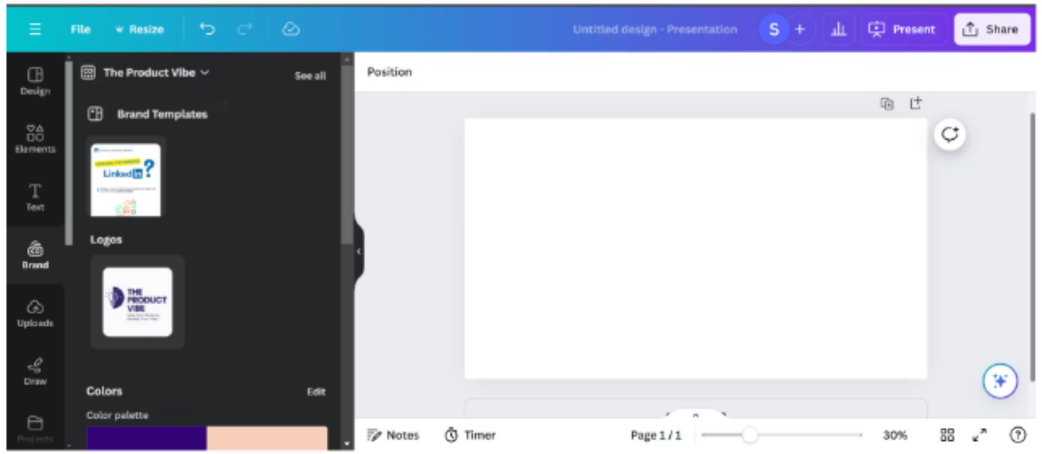
Displays two AI-generated options side by side, giving users the ability to review both responses. Once the user selects their preferred response, they can click "Insert" to immediately add the content into their project, streamlining the workflow and improving customization.

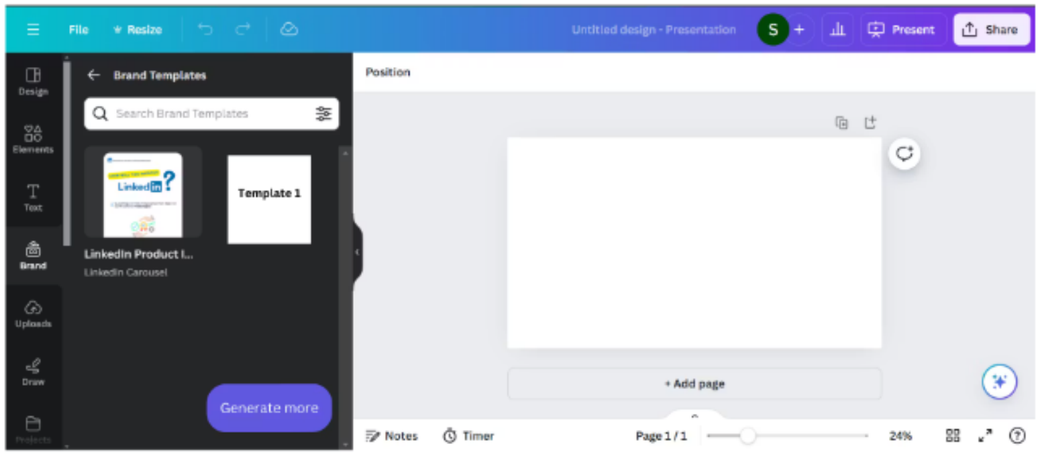
IMPACT

Increases user engagement by offering personalized choices, allowing for better quality control and faster content creation. It enhances customization while simplifying the workflow, making it easier for users to produce relevant, high-quality content quickly.

SOLUTION 3: BRAND-BASED TEMPLATE GENERATION

Solves for : Difficulty Finding Templates Tailored to User Needs





WHAT IS THIS FEATURE?

Brand-Based Template Generation feature will generate more customized presentation templates based on the user's input, such as logos, colors, fonts, icons, and other graphics. This will provide a more personalized template creation experience that aligns with the user's specific branding requirements.

HOW WILL IT WORK?

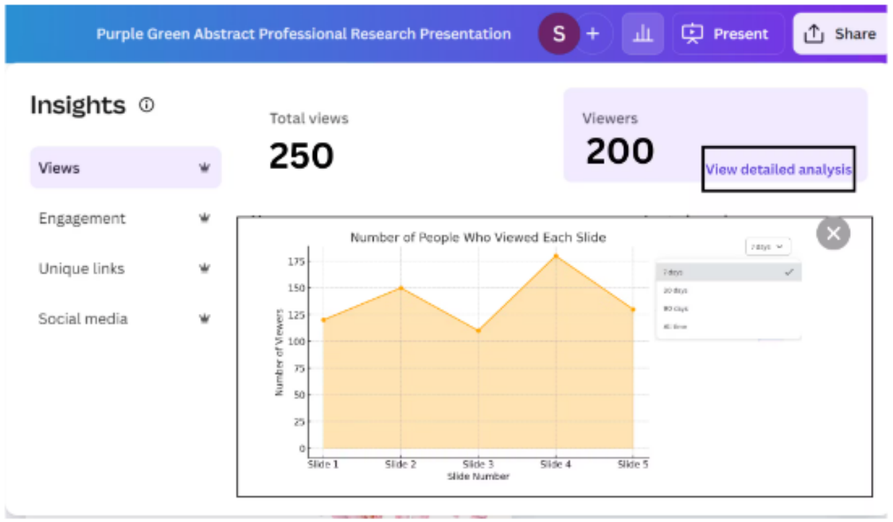
The enhanced brand feature will allow users to input multiple brand elements (e.g., logos, colors, fonts, icons) simultaneously. The system will then analyze these inputs along with the brand name and profile information to generate multiple AI-driven templates. These templates will be created by experimenting with various combinations of the provided brand elements. Users will have the option to regenerate templates if they are not satisfied with the initial options.

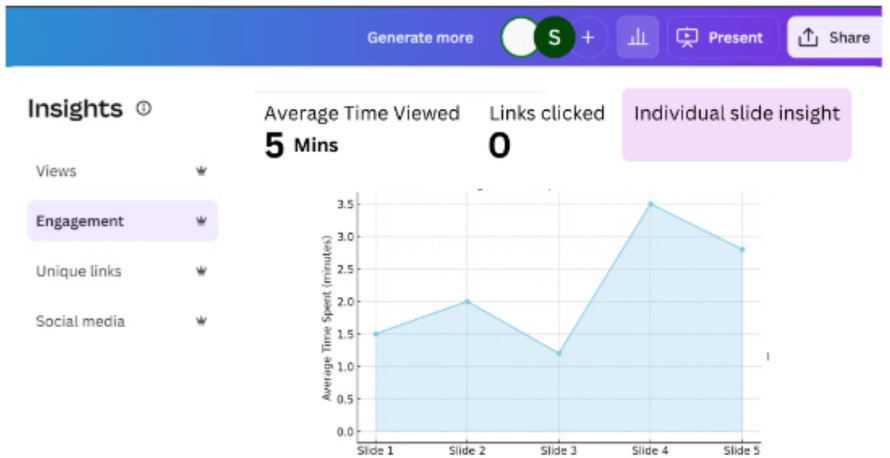
IMPACT

Users will no longer need to explore multiple libraries or templates; instead, they can directly import their brand elements and receive custom-ready templates tailored to their requirements. This streamlined approach will save time, provide flexibility, and enhance the personalization of presentations, thereby improving the overall user experience.

SOLUTION 4: ENHANCED PRESENTATION METRICS

Solves for : Insufficient Metrics for Tracking Presentation Impact





WHAT IS THIS FEATURE?

Upgrade the current analytics feature to provide detailed insights into the performance of shared presentations, including metrics such as average viewing time, slide-by-slide average time spent, and the number of viewers per slide. This will offer users a comprehensive view of how their presentations are being received.

HOW WILL IT WORK?

The system will capture detailed data on viewer behavior, such as the average time spent on each slide and the number of viewers per slide. It will then present this information in a structured data format, enabling users to identify patterns, such as slides where viewers are spending more or less time or if viewers are skipping certain parts of the presentation.

IMPACT

Users will gain precise insights into how their presentations are being consumed, allowing them to understand if viewers are skipping sections, jumping directly to the end, or showing particular interest in certain slides. This information will be valuable for assessing the presentation's impact, such as gauging investor interest or identifying areas for improvement.

METRICS



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North Start Metric - Increase in User Engagement Rate (Monthly)

Solution	Metrics	Frequency	Hypothetical Baseline Metric	Hypothetical Target Metric
Pro Element Navigator	"Free User" Retention Rate: Percentage of free users continuing to use Canva after engaging with the enhanced premium alerts.	WEEKLY	20% RETENTION RATE	25% - 30% INCREASE IN USER RETENTION
Preference Generation and Monitor	AI-Driven Presentation shared rate: Percentage of presentations getting shared with AI-generated content.	WEEKLY	30% SHARED RATE	40% - 45% INCREASE IN SHARED RATE
Brand Generation Templates	Template clicked rate: Number of templates been clicked to use which are generated using Brand feature	MONTHLY	15% USAGE RATE	35% - 40% INCREASE IN USAGE RATE
Upgraded View Analytics	Analytics Engagement Rate: Number of users actively using upgraded analytics	MONTHLY	10% ENGAGEMENT RATE	20-25% INCREASE IN USAGE

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GO-TO-MARKET STRATEGY

Solution	GTM Strategy	Objective	Action Plan	Measure Success
Pro Element Navigator	Introduction in Free Version	Drive engagement by showcasing the convenience and utility of the Pro Element Navigator.	- Integrate Pro Element Navigator in the free version with limited functionality. - Track user engagement metrics (e.g., click-through rates, time spent on the feature). - In-app prompts to inform users of benefits.	- Monitor feature usage and conversion rates from free to Pro subscriptions. - Aim for a 20% increase in awareness of paid elements within 3 months.
Magic Write with Preference Generation	Offer Monthly Credits to Users	Encourage usage and experimentation with the personalized Magic Write feature.	- Provide 50+ credits per month to free users and 500+ credits to paid users. - Highlight credits in emails, pop-ups, and in-app notifications. - Run a tutorial campaign demonstrating how to maximize the use of credits.	- Track increase in Magic Write feature usage and conversion to Pro. - Target a 30% increase in daily Magic Write usage and a 20% increase in Pro subscriptions.
Extensive Brand Generation	Allow Limited Access to Free Users	Entice free users to upgrade by showcasing the advanced branding capabilities.	- Offer free users the ability to create 1 brand with 2 versions (e.g., different color schemes or fonts). - Promote this offer via targeted emails and in-app messaging. - Run a “Create Your Brand” challenge or campaign encouraging users to create and share branded presentations.	- Monitor new brand creations and free users upgrading to Pro. - Aim for a 25% increase in brand feature usage and a 10% increase in Pro subscriptions among businesses.
Upgraded View Analytics	Limited Access for Free Users	Showcase the value of detailed analytics to drive Pro upgrades.	- Allow free users to access detailed analytics for 1 presentation per month. - Use as a hook to show the benefits of upgrading to Pro for unlimited analytics. - Target campaigns towards educators, marketers, and sales teams. - Run webinars or create content on “Maximizing the Impact of Your Presentations” featuring the upgraded analytics tool.	- Track engagement with analytics feature and conversion to Pro. - Target a 30% increase in analytics usage and a 15% increase in Pro subscriptions.

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SUMMARY

To increase activations and re-engage users for Canva's presentation tool, we focused on key priorities such as **Brand-Based Template Generation** for easy customization, **Pro Element Navigator** to manage premium content, and **Preference Monitoring** to deliver personalized content. These solutions are projected to drive a **20-25% increase in usage**, while the **Pro Element Navigator** is expected to boost free-to-premium conversions, leading to a **25-30% increase in user retention**. Our marketing strategy will highlight these improvements to attract new users and re-engage those who may have migrated to competitors like Figma, aiming for a **30-35% increase in overall user satisfaction**.



FEEL FREE TO REACH OUT TO US



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