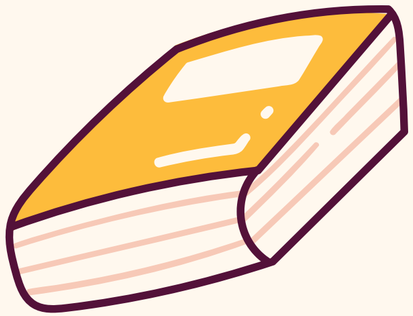
Delight

Discover

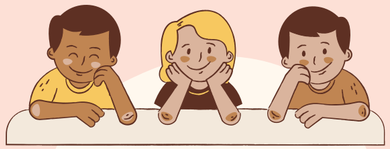
Develop

Vision

To become the leading digital platform for children's creativity, helping them to express their ideas, share their experiences, and develop their skills in a safe and nurturing environment.



Existing User Base



8%

Pre-teens
K-12

21.9%

Teens
13-18

33%

Adults
18-35

Survey Synthesis

83%

Likes to click photos and share their stories with others

67%

Needs parent's intervention for doing assignments

75%

Loves to draw/sketch digitally, create poster or birthday card

97%

Owns digital devices/ Ipads/ Laptops for school work

Why?

Children are often limited in their ability to express themselves creatively due to a lack of accessible tools and resources that are designed for their age group. While Children today need creative outlets that can help them develop their cognitive and emotional skills.

Creative Assistance

Accessible

Fun & Engaging

User Needs

Canva Current Version

Complex

Tech-Savvy

Steep Learning Curve

User Personas

Motivations

- Self Expression
- Learning and flexibility
- Fun and Enjoyment

Hurdles

- Limited digital skills
- Limited access to technology
- Time Constraints

Creative Charlie
7 yr

Motivations

- Visually Appealing
- Variety of design templates
- Time saving and simple

Hurdles

- Limited budget
- Time Constraints
- Difficulty in standing out

Blogger Ben
12 yr

Motivations

- Customized travel journals
- Eye-catching posters
- Pride and accomplishment

Hurdles

- Limited design skills
- Limited experience
- Perfectionism

Traveling Tina
9 yr

Market Analysis

80M

- parents with children under 18
- 56 million students in K-12

TAM = total addres. market

25M

- target age range between 5 and 12
- competitors in the market

SAM = Service attainable market

10M

- effectively market and distribute the product
- Focused Market

SOM = serv. obtainable

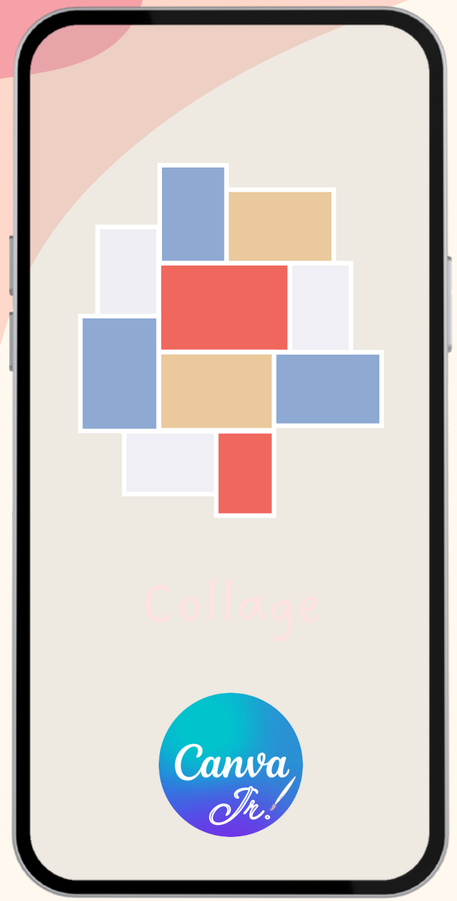
Avg. LTV per annum = 10$

SOM = LTV(lyf time value) x 10M = 100M$

Competitor Analysis

	Tux Paint	Tinkercad	KidPix	BeFunky	CanvaJr
Core Proposition	Drawing tool for design	3D design modelling tool	Drawing tool, backgrounds, slide shows	Posters, flyers, social media graphics	Design platform with creative assistance
Diary/ collages/ slambook	✗	✗	✓	✓	✓
Ad free platform	✓	✓	✗	✗	✓
Free Plan	✓	✗	✗	✓	✓

MVP: Minimum Marketable Feature



- MMF - develop one of the core features (Collage)
- Test the accessibility of the platform (UI/UX)
- Track user behaviour, take feedback and Implement

Deployment Strategy

- Focus Groups of Canva Power Users
- Parents with Children under 12 years old
- Deploy on current Canva Web-App/ Mobile App

Product Roadmap

- H - High Priority
- M. - Medium Priority
- L - Low Priority

Q1

Validation
Acquisition

- Focus Groups Creation: H
- MVP Development: H
- MVP Launch: H
- Beta Soft-Launch: M
- School campaigns: L

Q2

Acquisition
Activation

- MVP Feedback Analytics: H
- Product Development: H
- Product Launch: H
- Referral Program: M
- Brand Development: L

Q3

Conversion
Retention

- Expanded library of Templates: H
- Share on other platforms: M
- Add to Favorites: M
- Paid templates: L

Q4

Revenue
Retention

- Subscription Model: H
- Feature Optimization: M
- Custom Avatar Stickers: L

Success Metrics

Number of Active Users per Month

NPS
Customer Reviews

H

Happiness

Avg.Time spent on the app
Number of downloads (Vanity)

E

Engagement

no. of new users per month

A

Adoption

Churn Rate
Weekly/ Monthly Active Users

R

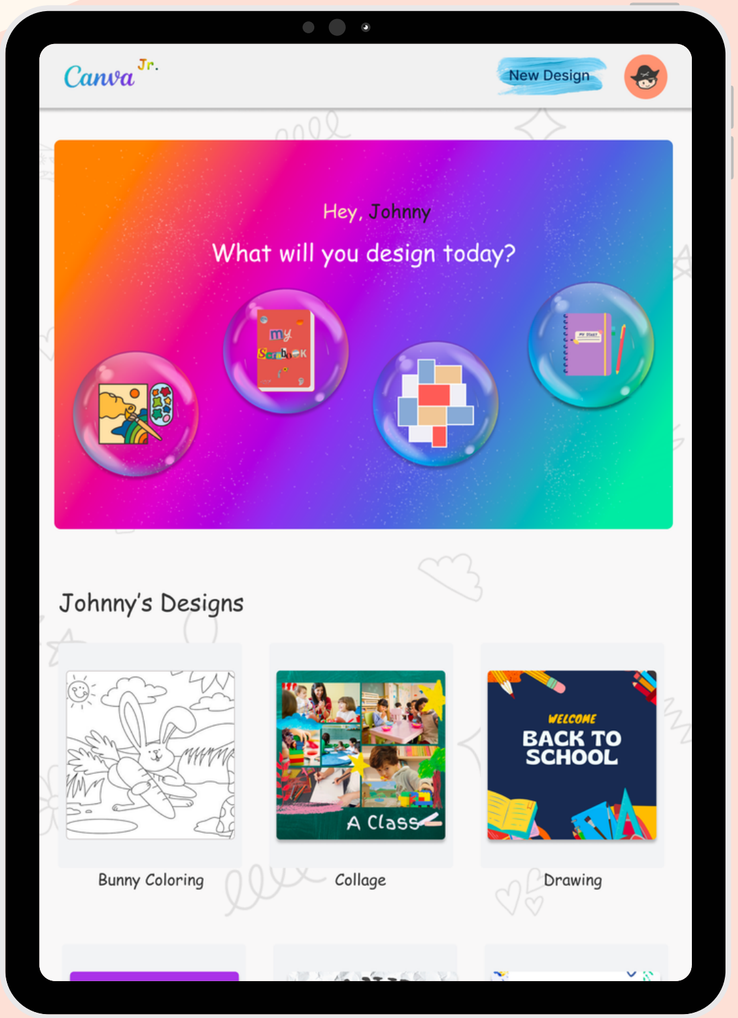
Retention

Avg. no. of projects per user (Counter Metric)

T

Task Success

Prototype



SCAN ME

Risks

Child safety

Data
Privacy

COPA

Regulatory
compliance

Dream-team

Ashwini Ahire

Aniruddha Patil

Livya Kanwal

Thank you!

Solution

1. Accessible

2. Paint dreams

3. Travel Stories

4. Diaries

5. Hobbies/ Collages