

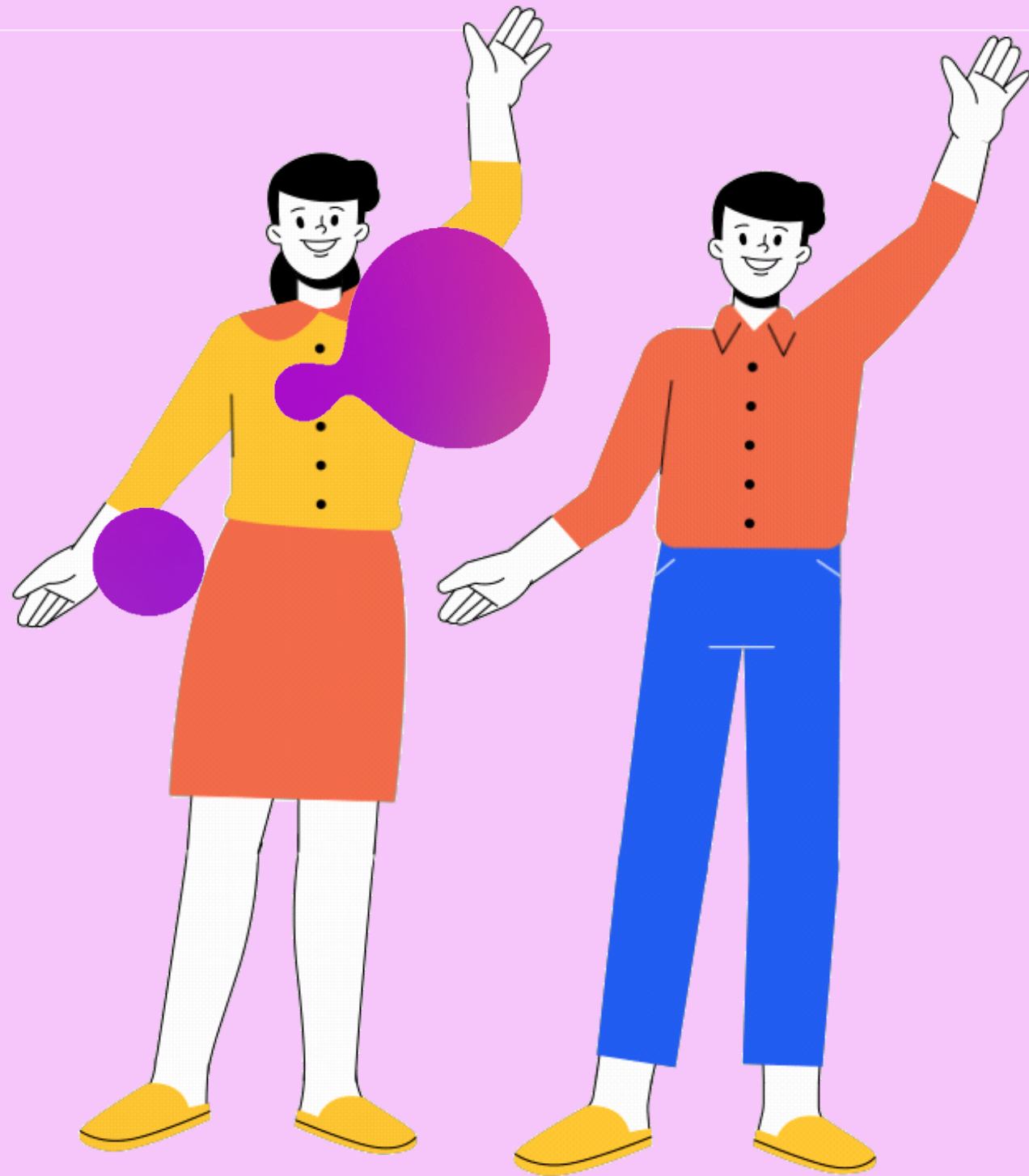
Canva

Canva Usability Study

User Research & UX Strategies



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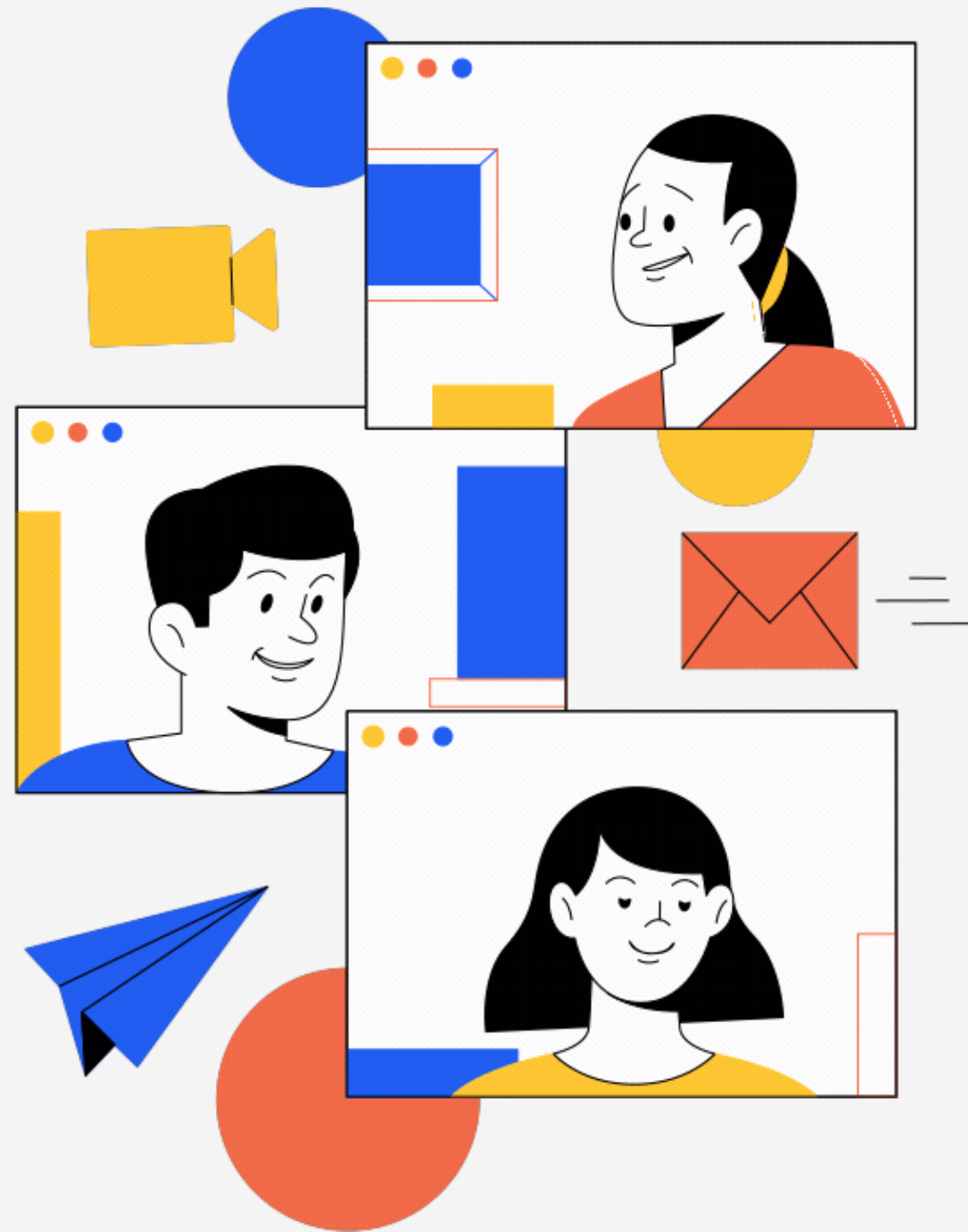
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Project Summary

For our final project of Usability Study, we chose Canva as our client. Canva is a design platform for everyone. We conducted a comprehensive usability study to identify which of the heuristics we identified are issues for the target persona through this project.

Through the period of three weeks, we gathered our data through a heuristic evaluation, survey, and usability test. From 12 usability test participants, we have come up with our recommendations for improvements.



Research Objectives

- Identify the target personas' goals and pain points when using Canva through anecdotal evidence and user research
- Identify existing interface issues and user experience quality through heuristic evaluation
- Corroborate user issues with usability testing to gain richer insights about interface issues and user experience
- Generate actionable UX recommendations to enhance Canva's user experience for the target persona

What is Canva?

Canva is a free graphic design platform that allows you to design multi-format without extensive photo editing knowledge or experience. Canva simplifies the design process. The platform was founded in 2013, and it is an Australian company that is now known and used worldwide.

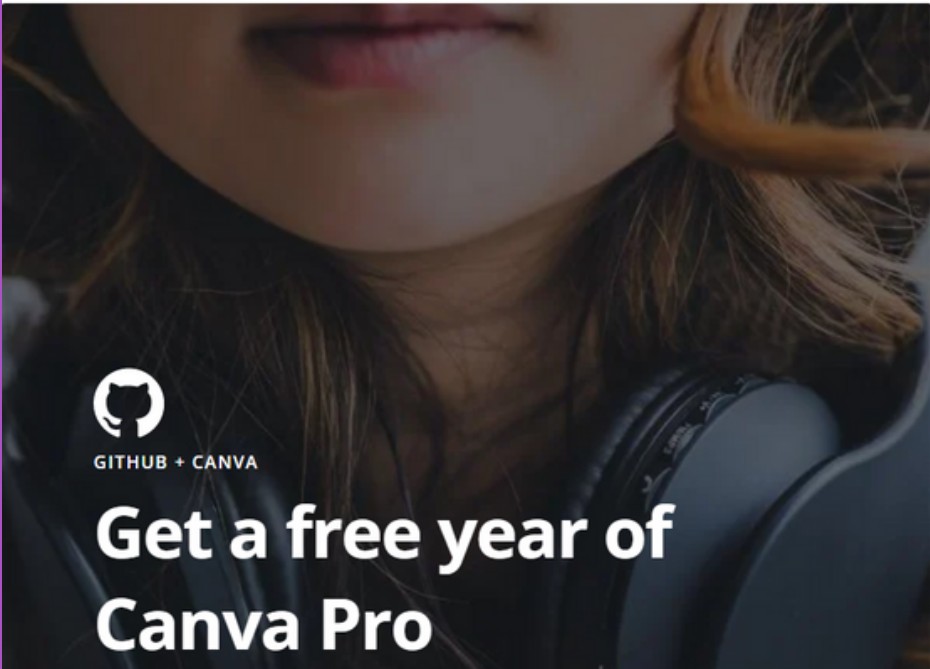
By June 2020, Canva raised \$60 million in funding, achieved a valuation of \$6 billion, and was used in 190 countries worldwide. Currently, they boast over 15 million monthly active users who have created over one billion designs.*



*Crook, J. (2020, June 22). TechCrunch is part of the Yahoo family of brands. Techcrunch. Retrieved March 8, 2022, from <https://techcrunch.com/2020/06/22/canva-raises-60-million-on-a-6-billion-valuation/>

Canva & Students

Canva has a massive student user base due to its value proposition of delivering a host of ready-to-use design resources and industry-relevant templates.



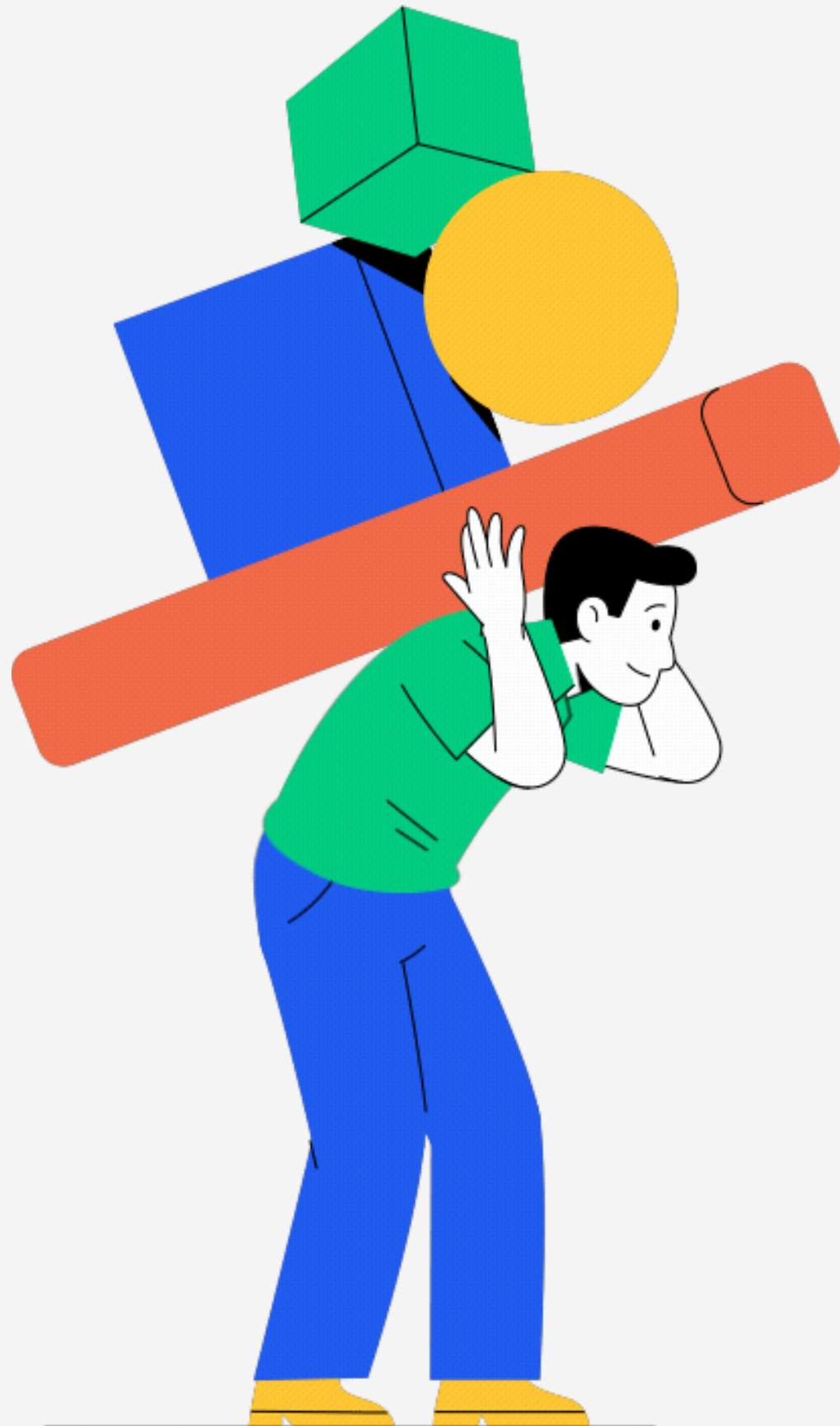
Canva Pro is part of the GitHub Student Developer Pack

We've partnered with GitHub Education to provide our most-loved design tools for free to student developers.

You'll get a whole year of Canva Pro – that's \$119 of value, with nothing to pay.

No design skills? No problem. Canva Pro combines our easy-to-use design platform with time-saving features that make you look like a professional.

[Claim offer](#)



Heuristic Evaluation

We conducted a heuristic evaluation on the Canva website. We used three guiding principles listed below to guide the analysis:

- **Situational Awareness:** To determine the cognitive ease to naturally understand where to find things and how to do site tasks.
 - Score: 2/4
- **Supporting Mental Models:** To evaluate whether actions and labels accurately describe what users expect them to do or mean.
 - Score: 3.6/4
- **Supporting User Goals:** To determine the ability for the primary tasks of the leading personas to achieve that user type's designated use case actions.
 - Score: 3.2/4

Comparing The Heuristic Evaluation To Our Findings

Usability Heuristic #1 - Visibility of System Status

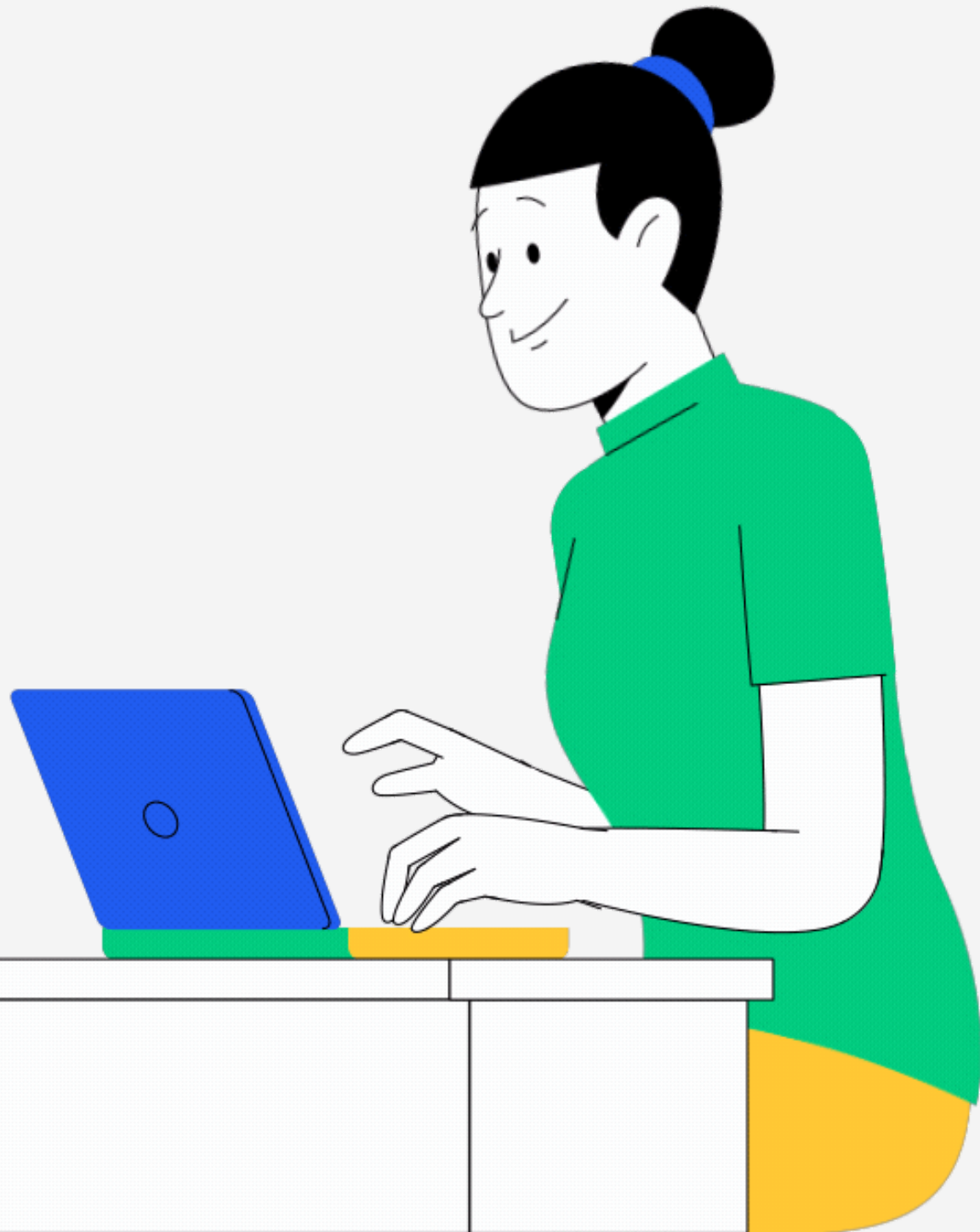
- system status is not always clear to the user in terms of dialogue or updating them on where they are in the journey

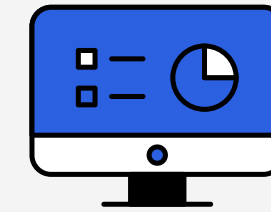
Usability Heuristic #4 - Consistency & Standards

- different aspects across the website either uphold or fail this heuristic in terms of navigation & discoverability

Usability Heuristic #7: Flexibility & Efficiency of Use

- (upholds/fails) It is easier for more experienced users and harder for novice users to use and understand the features of the toolbar & design layout



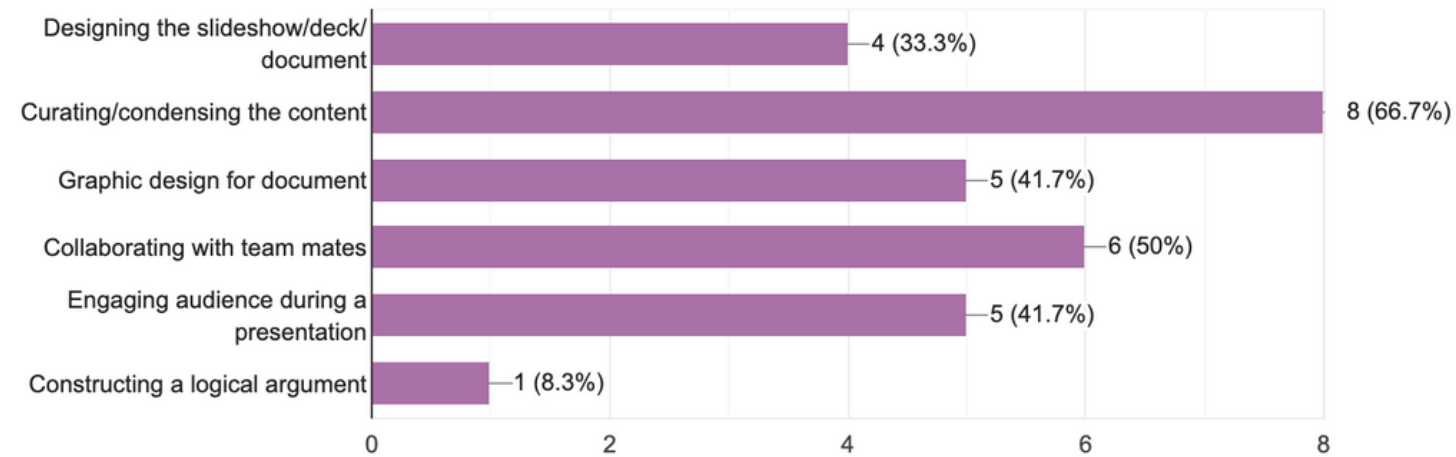


Survey

To understand better Canva's users, we conducted a survey among 12 university-going students.

Which part(s) of a project presentation have you found challenging in the past? (Select all that apply)

12 responses



More than

90%

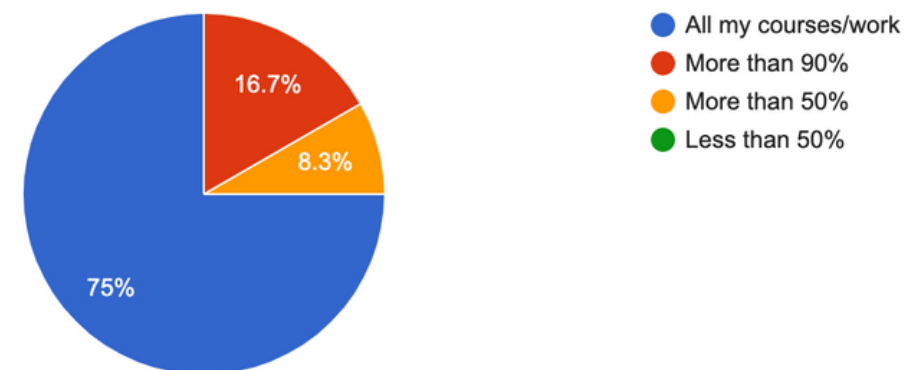
of respondents have reports or presentations to submit in more than 90% of their coursework.

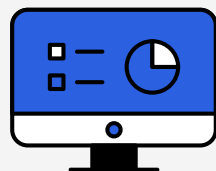


This finding supports our research finding that a student user base frequently needs a tool like Canva.com.

Roughly, how many/much of your courses/curricular work do you have to make presentations/reports for?

12 responses

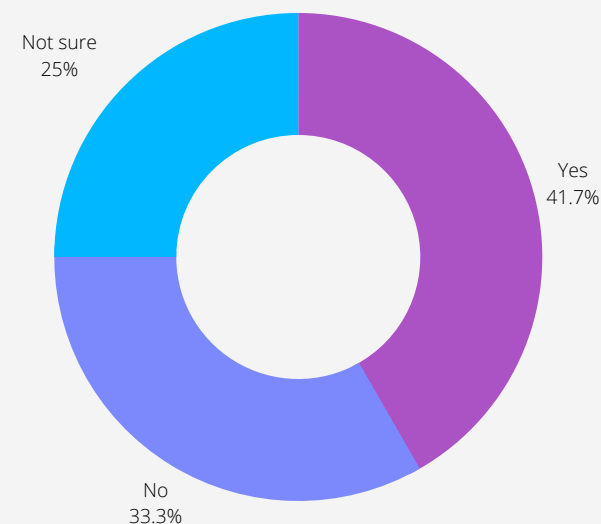




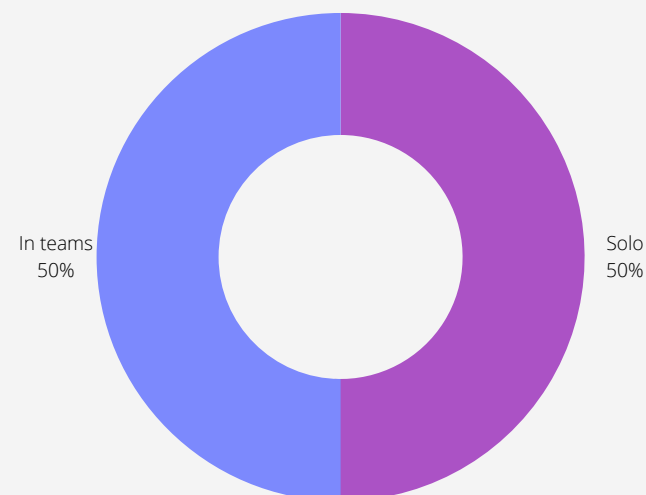
Survey

To understand better Canva's users, we conducted a survey among 12 university-going students.

Do you think your schedule leaves enough time to finish your curricular work to satisfaction?



Do you prefer working solo or in teams for course projects?



Can you elaborate why?

6 responses

- Some work needs to be done by oneself, others need team work
- Because I can proceed at my own pace.
- Collaboration is nice when each team member has a specific job/task. It is hard when everyone has the same role.
- I don't mind either, and working alone and individually are both equally valuable and needed.
- Because both learning methods have strengths and challenges.

Only **40%** of respondents believe they complete their curricular work to satisfaction.

This uncovers an issue in **students wanting to improve the quality of their curricular work in the lieu of available resources and lifestyle challenges.**



- Lack of inclination to work in teams: 50% of student respondents prefer to work solo because of efficiency, and 50% have no preference.
- This finding uncovers an issue in students associating a lack of efficiency with collaborative work in teams.



STUDENT PERSONA

Meet **Natasha** – The Business major student, looking to consolidate their group research findings into a presentation.

DEMOGRAPHIC

- 20 years old
- Female
- A full-time student
- Income: <\$1,000
- Lives in student housing or shared spaces near the campus

USER GOALS

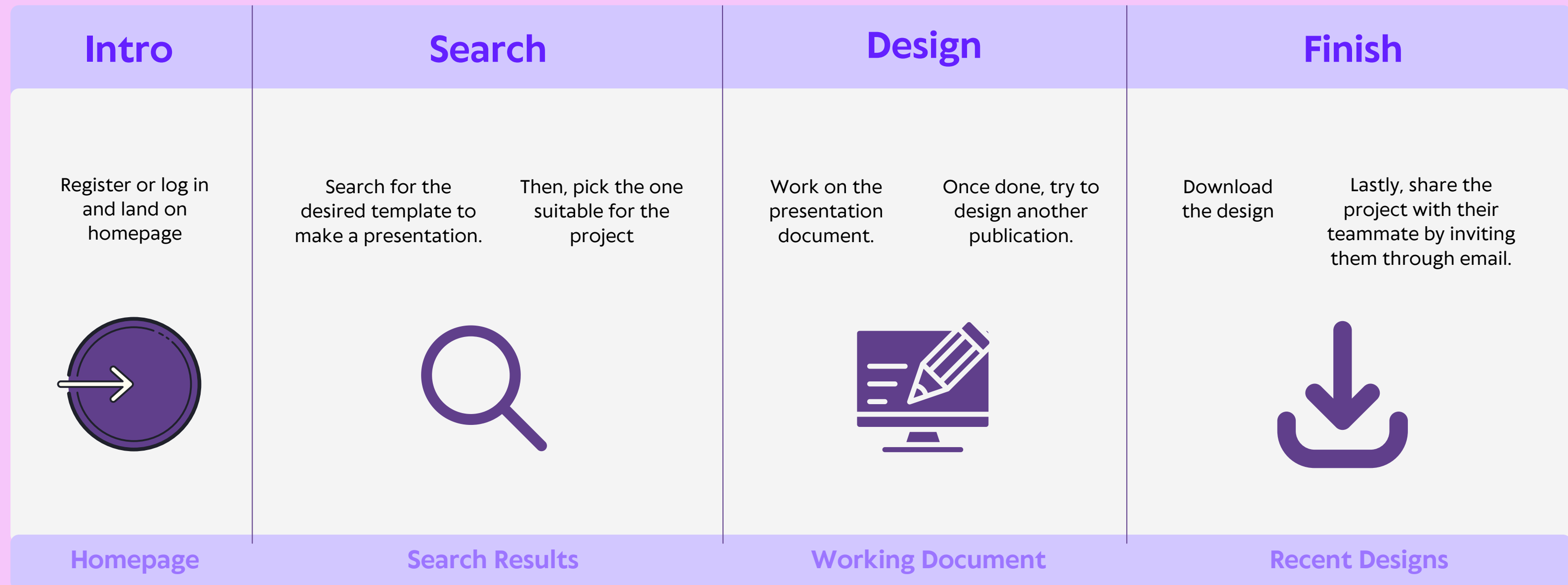
- Find relevant templates for coursework.
- Make deliverables concise, engaging, and informative
- Deliver high-quality work in a cost-effective and time-effective way
- Collaborate seamlessly with teammates for group projects

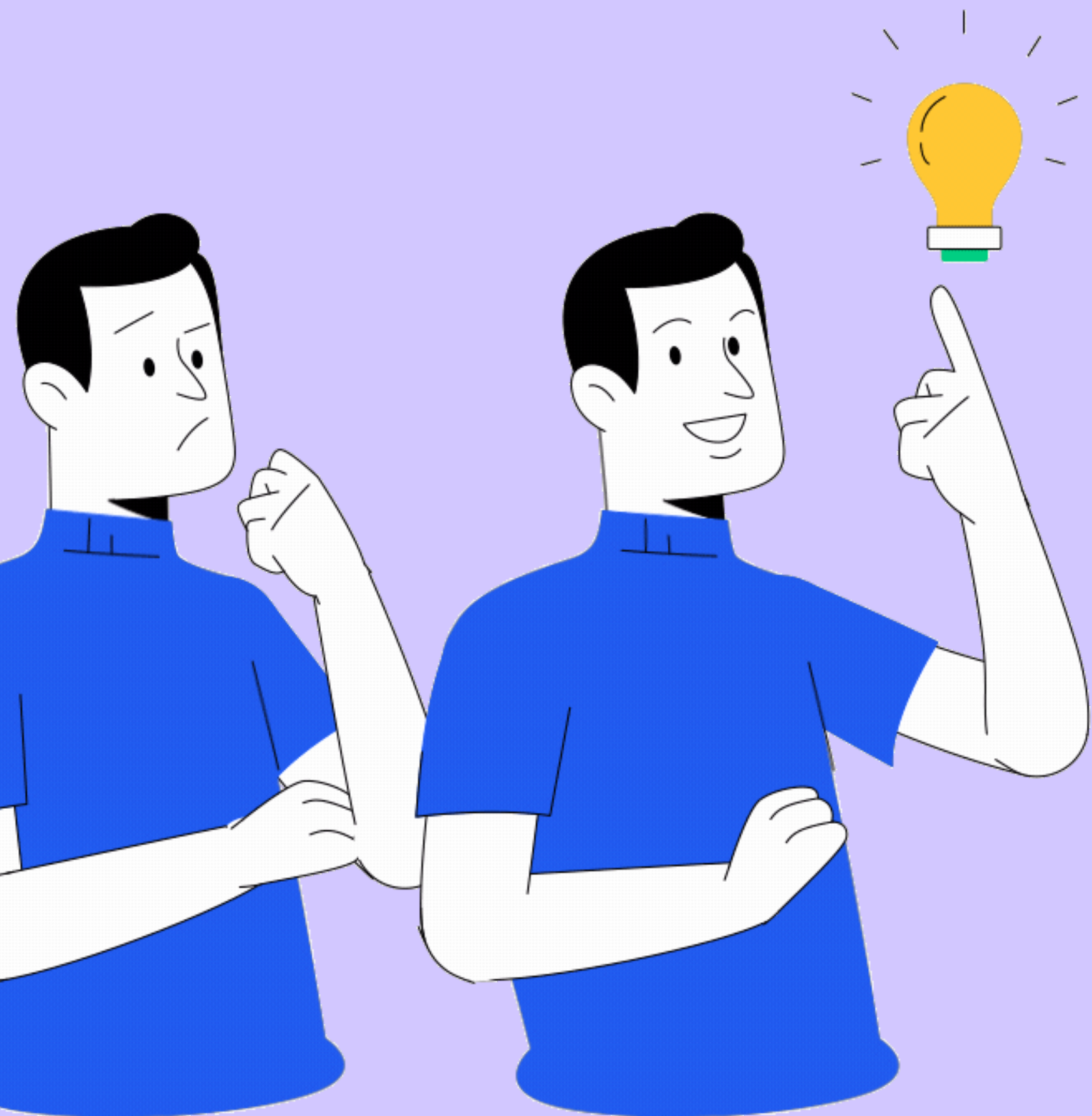
PAINT POINTS

- Maintaining personal wellness and social life alongside a hectic student life
- Condensing/curating content into a neat, final deliverable
- Challenges in collaborating with teams efficiently, pleasantly, and productively
- The volume of project templates make it overwhelming/time-consuming to choose and start
- The learning curve associated with technical tools and interfaces
- Limited free resources available for students

User Journey

Scope of Research & Tasks





Usability Testing using UserTesting.com

Our target audience for our usability test is full-time students between the ages of 18-30, living in the United States, making under 20k per year.

UserTesting demographics

- Novice Canva users or those without prior Canva experience.
- Non CanvaPro users (Canva's paid program for premium features/content/offerings)
- 9 male, 3 female

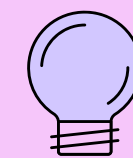
They should use a computer to complete the test on the Canva desktop website.

SCENARIO



Imagine you're creating a fun project at school to present your favorite movie. You want to showcase your favorite movie creatively, so you will use a design platform to give an extra touch to your presentation. Create the presentation on Canva.com.

TASK 1



Create a two-slide presentation based on your favorite movie using Canva.com.

1. Go to Canva.com and begin the experience by signing into your Canva account or creating a new account.
2. Explore & select a presentation template to present your favorite movie. Spend no longer than 3 minutes on this task.
3. Create the first slide of your presentation - it must include the movie's title, a picture of the movie, and add a blurb (one line about the movie).
4. For the second slide, mention the genre of the movie, explore different color palettes by changing the template's color scheme, and add a relevant graphic(s) of your choice. Finish the task by closing out the presentation. Make sure it is saved. [Success: Yes, No]
5. Discuss your overall thoughts on the ease of completing the presentation. [Verbal response]
6. On a scale of 1-5, how difficult was it to create a presentation in Canva? [5-point Rating scale: Very easy to Very difficult]

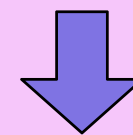
TASK 2



Create a second document with an Instagram Post template to showcase the movie rating.

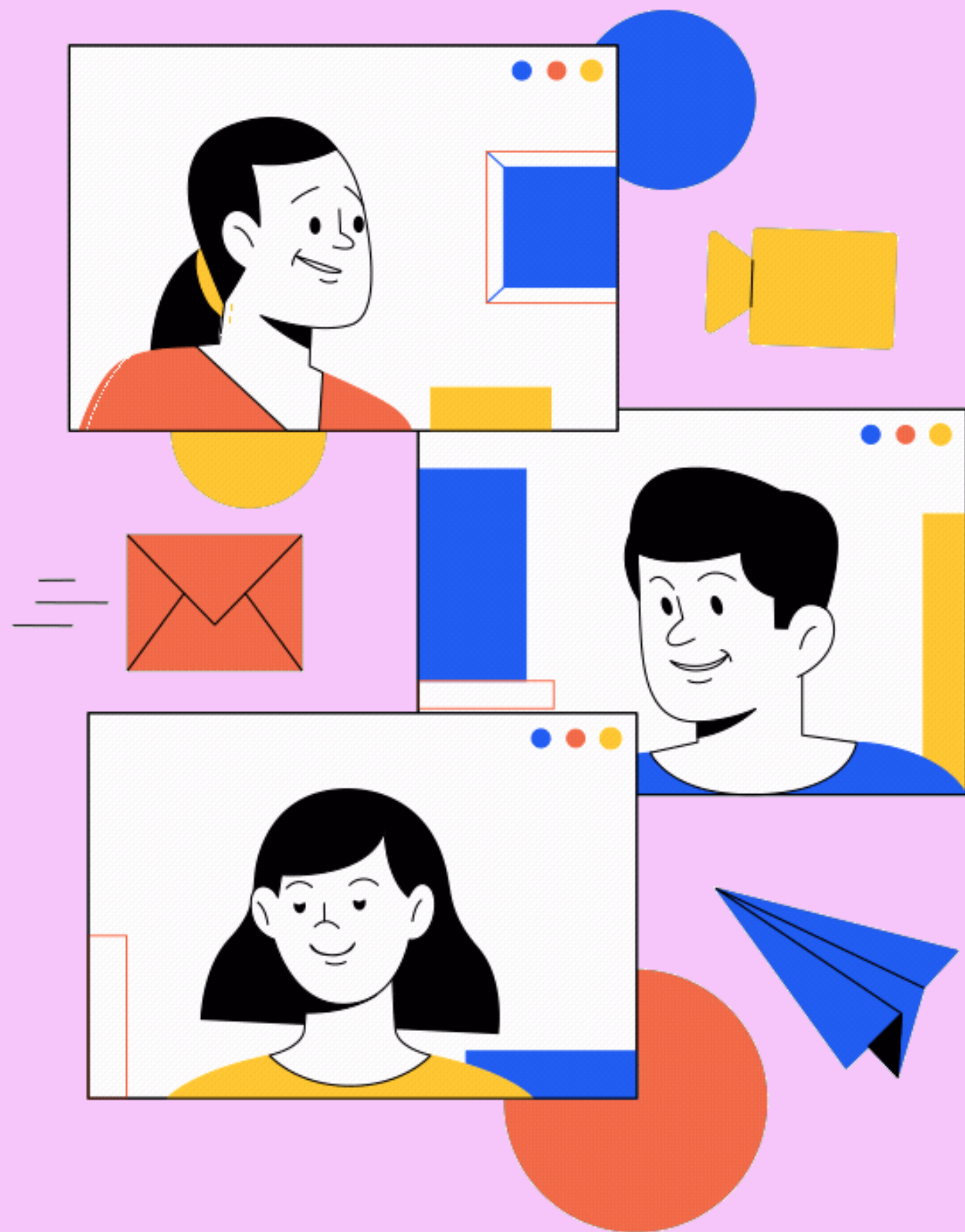
1. Go back to the Canva.com homepage. This time, showcase your favorite movie in an Instagram Post format. Explore and pick a desired Instagram template. Spend no longer than 3 minutes on this task. [Success: Yes, No]
2. Use the same movie picture you uploaded and used on the previous presentation. Then, display your rating (Out of 5) for the movie with any visual element.
3. Tell us what you like and dislike about the whole design process. [Verbal response]
4. On a scale of 1-5, how difficult was it to create an Instagram Post in Canva? [5-point Rating scale: Very easy to Very difficult]

TASK 3



Download & collaborate on the first presentation.

1. Go back to the Canva.com homepage. Open the two-slide presentation you created for your favorite movie. Download it as a file format you think works best for your presentation. [Success: Yes, No]
2. Invite a teammate to collaborate on the presentation. (You can use your personal second email to invite or use this safe, dummy email: garajej804@spruzme.com) (Any & all personal information will be blurred and deleted after the session)
3. Tell us what you like and dislike about the process of finding and downloading a Canva document. [Verbal response]
4. On a scale of 1-5, how difficult was downloading a previous work in Canva. [5-point Rating scale: Very easy to Very difficult]
5. Discuss your thoughts on collaborating with a teammate on Canva. Did you use Canva Team - Canva's team collaboration function? [Verbal response]
6. On a scale of 1-5, how difficult was it to invite a teammate to collaborate on your presentation in Canva? [5-point Rating scale: Very easy to Very difficult]

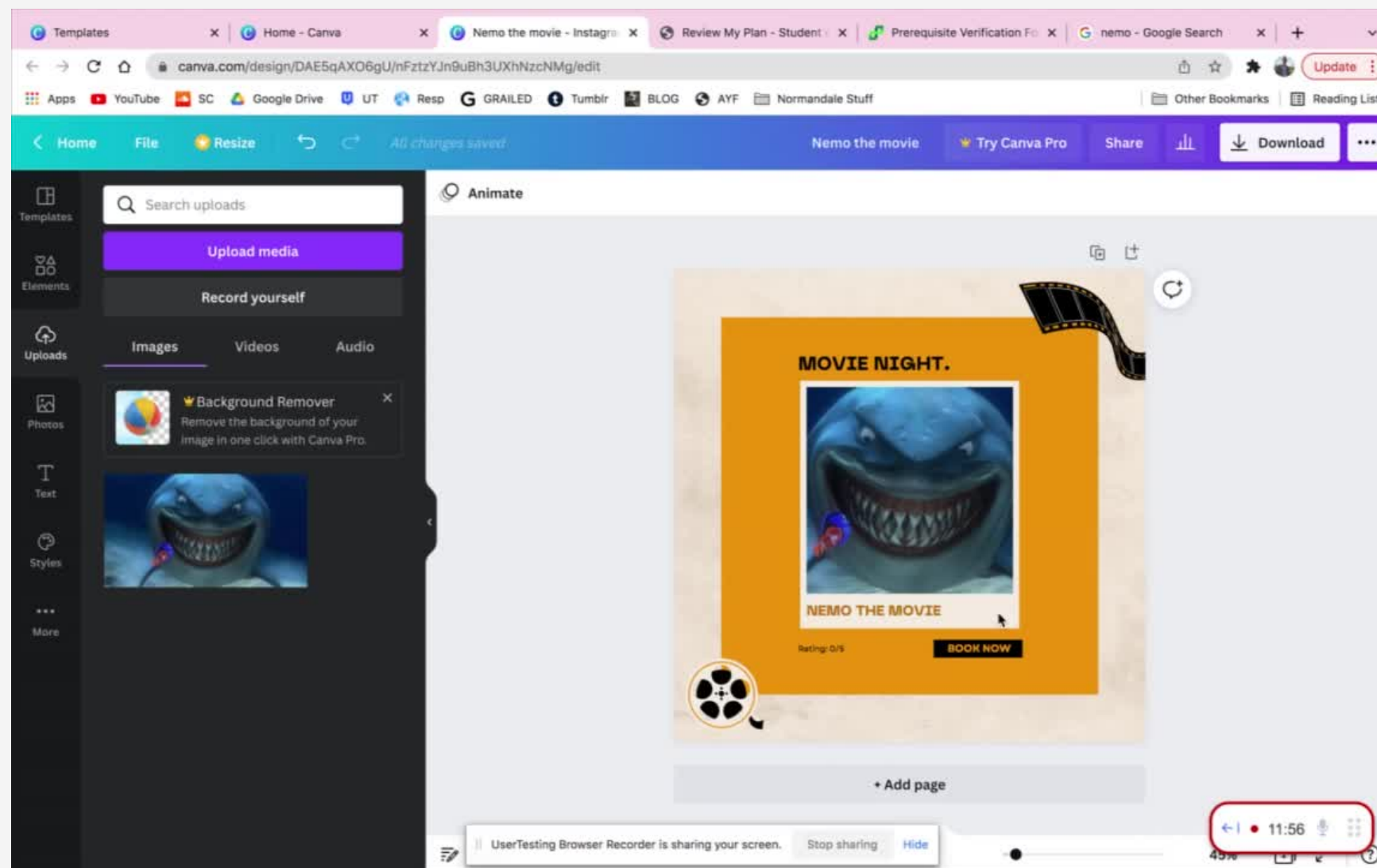


The Results

Positive Findings

Features

Features like Canva's suit of diverse templates, the 'Drag & drop' feature & the 'Position' feature which centrally aligns design elements are super convenient, and act as a differentiator from Canva competitors.

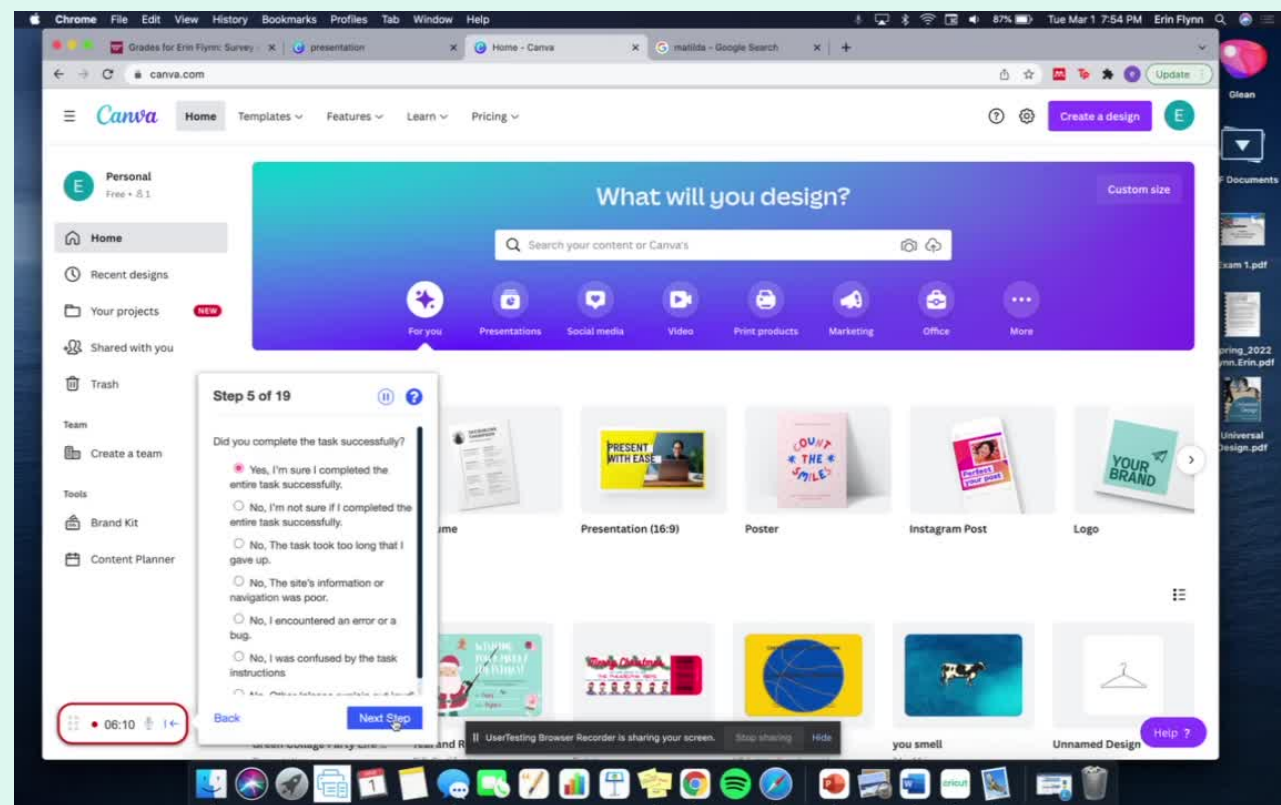


"It would have taken me an hour or an hour and a half to make this manually, with #Canva, it takes me 10 seconds to do this nice design"

The user is talking about how easy it is to make an Instagram Post design through Canva

Supports Mental Models

Users validated hypotheses through heuristic evaluations. Canva's interface follows real-world user lexicon, shortcuts like copy, undo, etc.



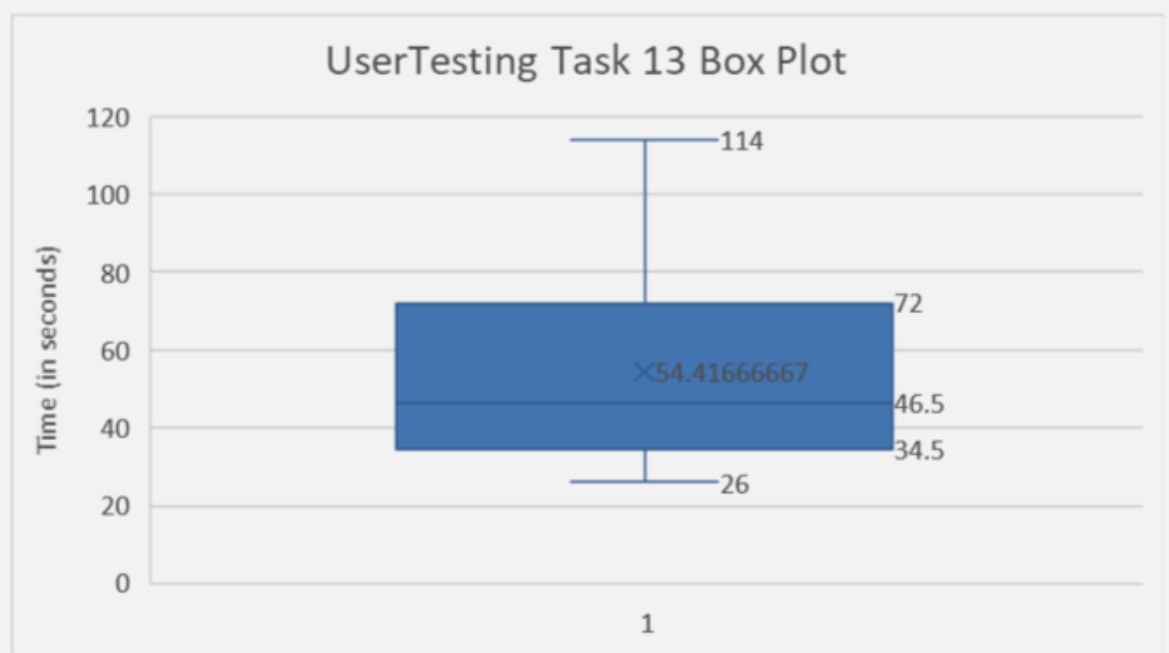
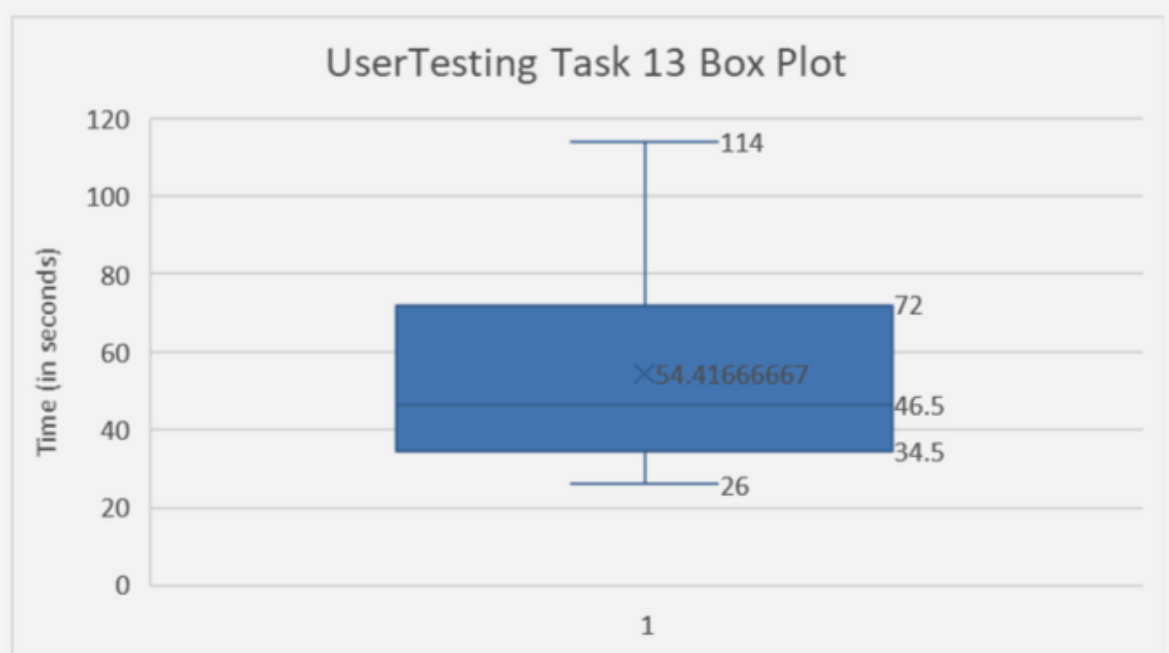
"I also think that the whole interface to be able to like drag and drop... similar to that PowerPoint and Slides. So that's very nice."

- Tasks are described in terms familiar to the user and are frequently used in other applications.
- Interactions are consistent & expected with targeted users.
- Appropriate UX metaphor has been used and worked well.
- 58% of users used the Ctrl C + Ctrl V shortcut to insert a picture in their presentation.

*"I mean this is pretty much like it's like **Google Docs**, you know, It's pretty much the same so it's pretty easy."*

*"It's pretty intuitive, especially compared to something like **Google (Slides) or Microsoft PowerPoint**. Elements were more streamlined."*

*"It's **super easy to design**. I like that I can use my commands on Mac."*



Task 13 - **Go back to the Canva.com homepage.** Open the two-slide presentation you created for your favorite movie. **Download** it as a file format you think works best for your presentation.

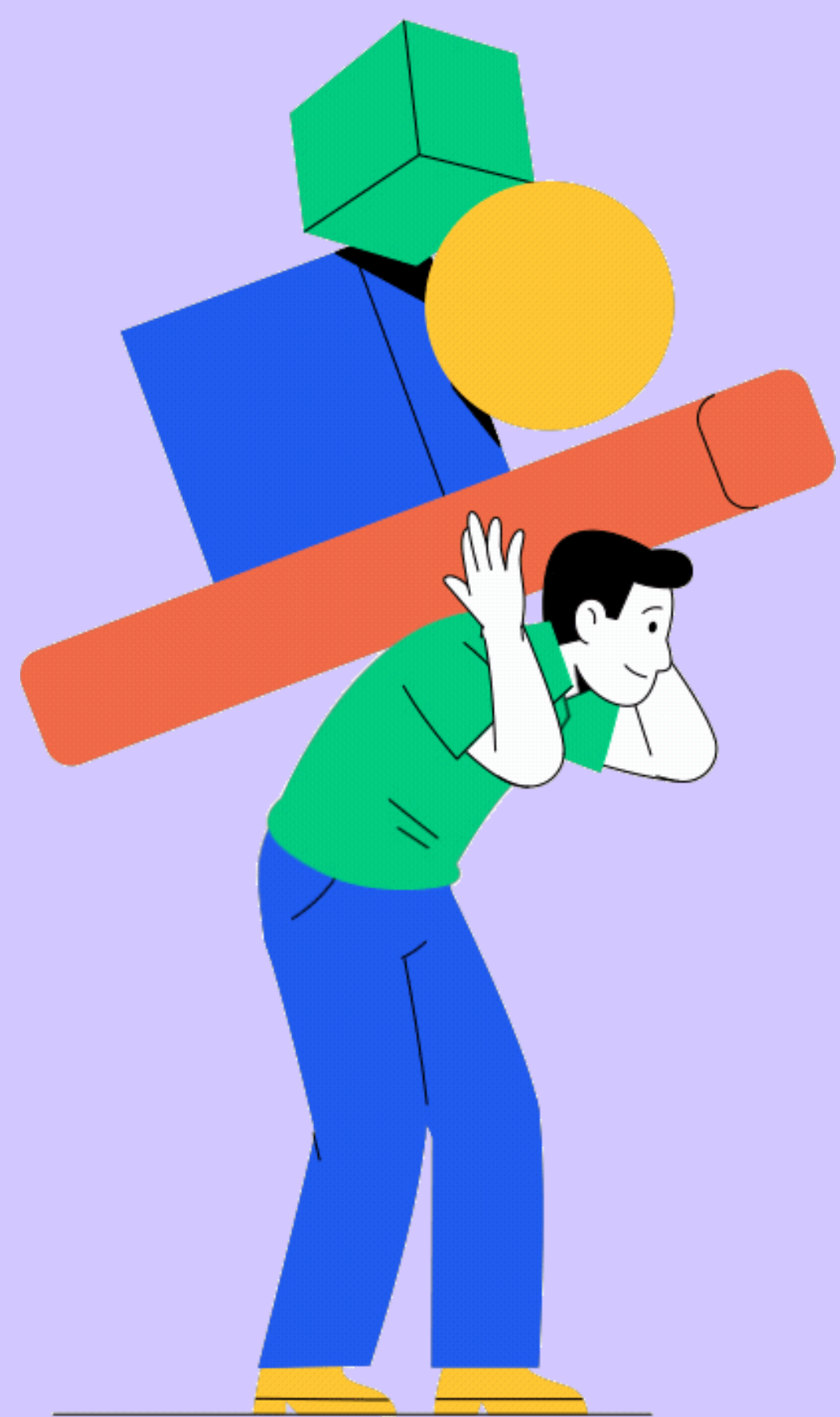
Global Navigation

Users found global navigation easy and intuitive. They were able to switch between pages easily, with a 100% task success rate.

75% of users are in the 26-66 second bracket.



The distribution is positively skewed; the median is more inclined toward the lower value. Time was taken by the majority of users trends toward being low.

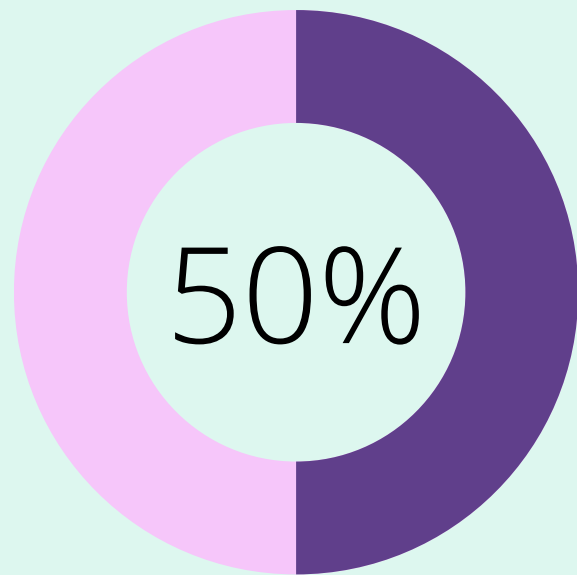


The Results Issues

Discoverability

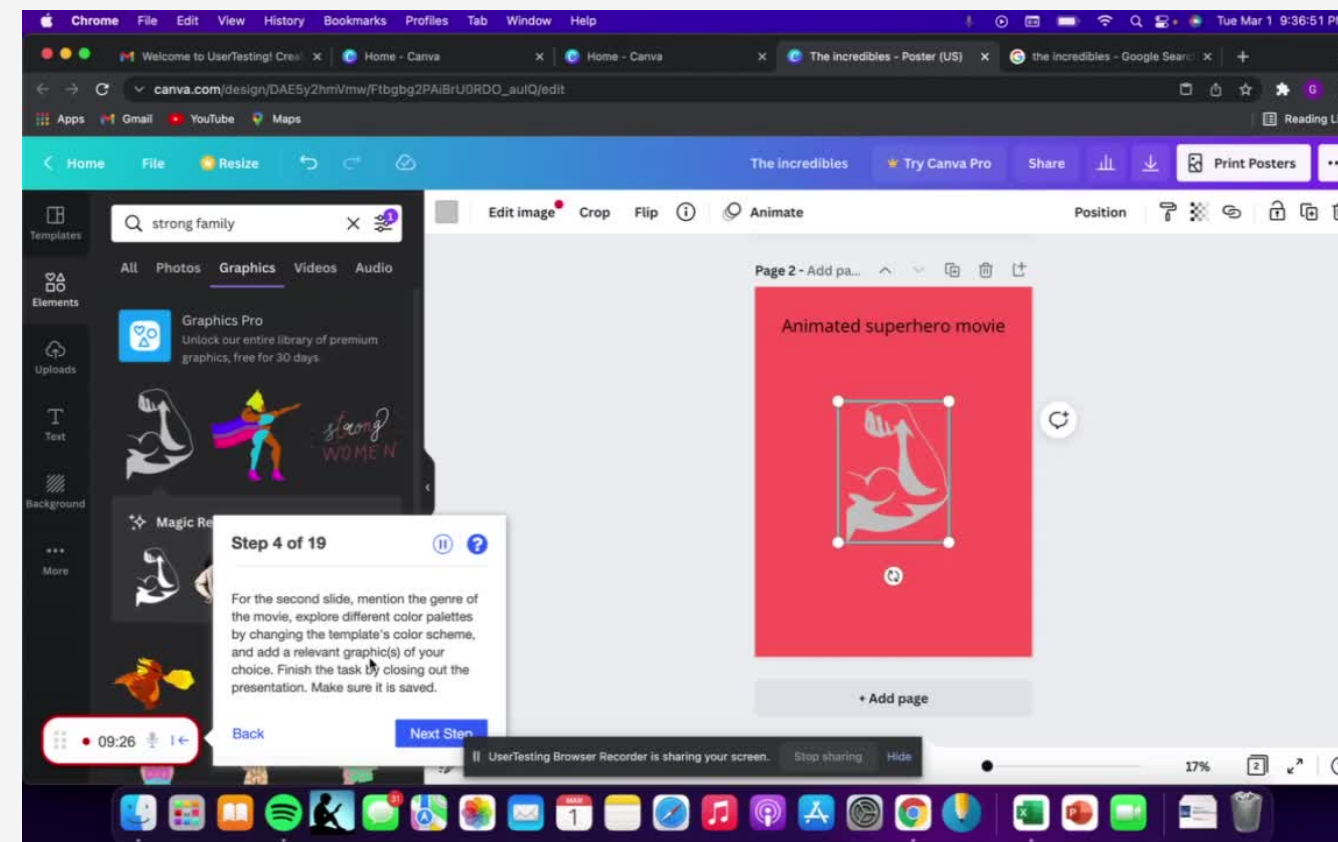
Users are not able to find what they are specifically looking for

Saving Status

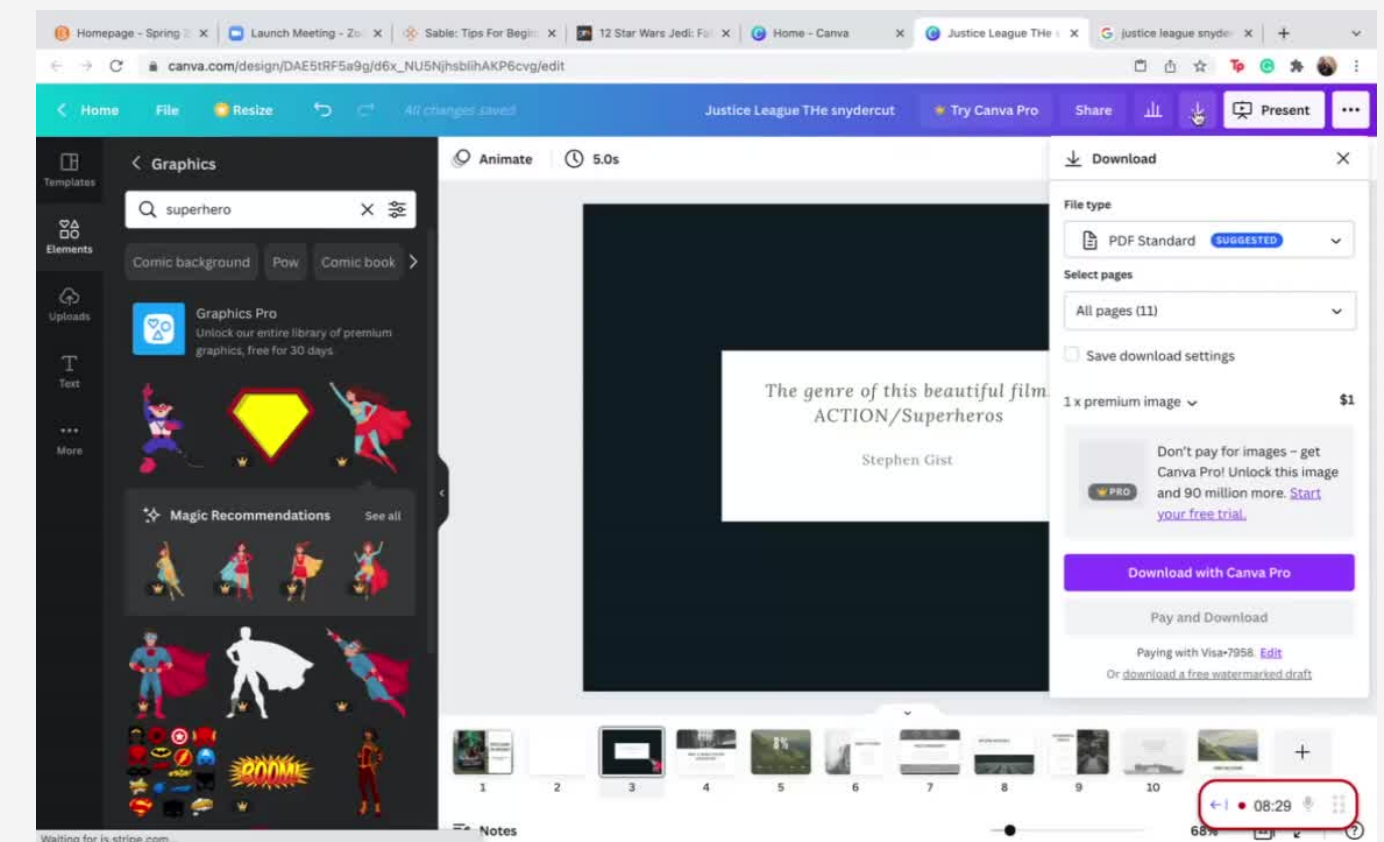


50% of users had difficulty finding the save function.

Most of them went to the three-dot button on the right corner



".. I also think that the Cloud Saved-change, like the button-right-here (pointing out to the cloud icon on the Canva Menubar), is not very helpful because **it's not given any actual insight as to where if you haven't automatically saved it.**" @TesterA1234

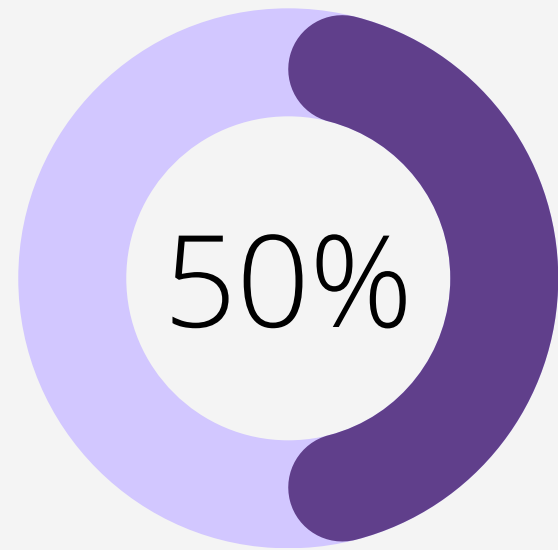


"How do we ensure that this is saved?
This is not insanely easy" @Joshbvan

Discoverability

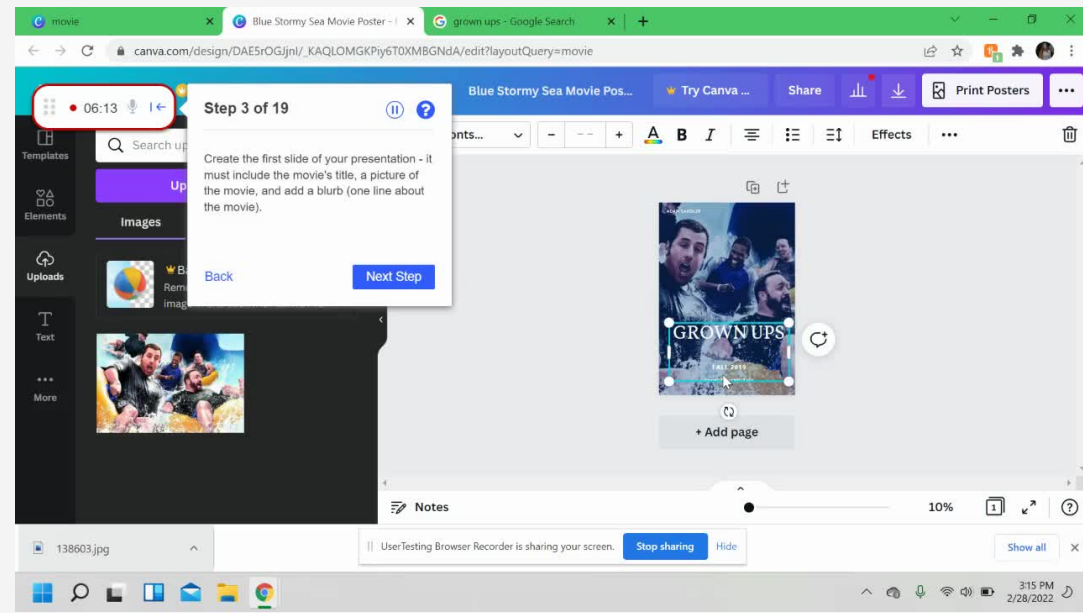
Users are not able to find what they are specifically looking for

Changing The Color



6/12 users had difficulty finding the function to change color.

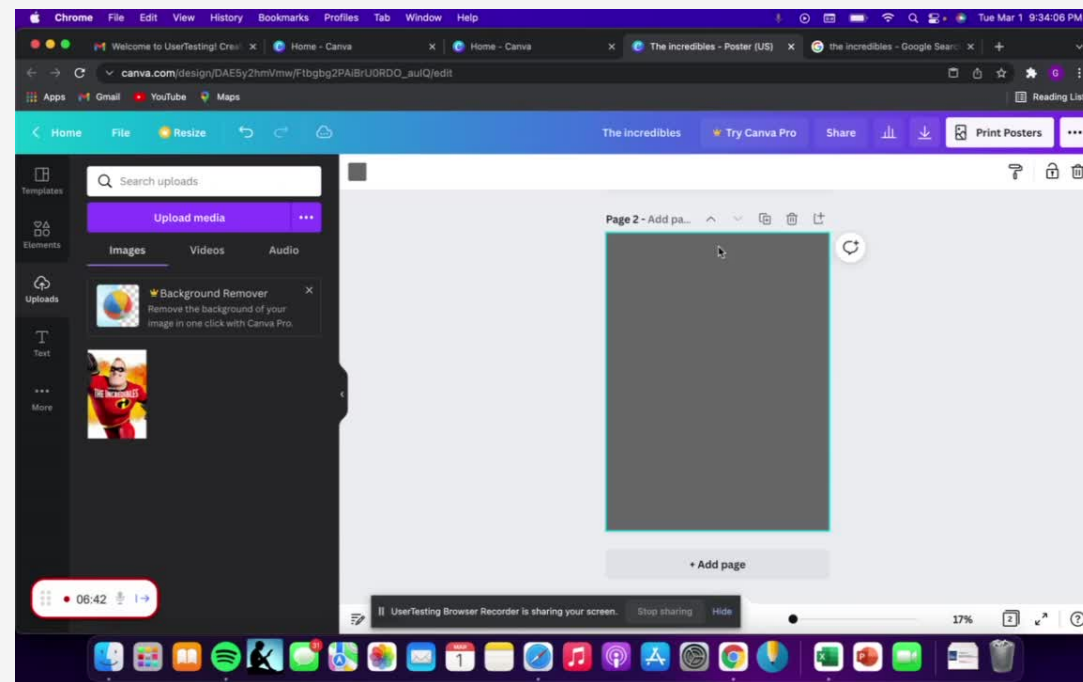
Undo & Changes History



The user got frustrated because she mistakenly deleted the text title. Then she got lost when she was looking for an undo button

Later on, for the #FinalThought, she said, "Maybe make an undo button available or at least a little bit of signage of where to put things."

Text Box Function



This video shows a user friction of finding the text box function.

Another user couldn't find the add text box feature. He ends up abandoning the task.

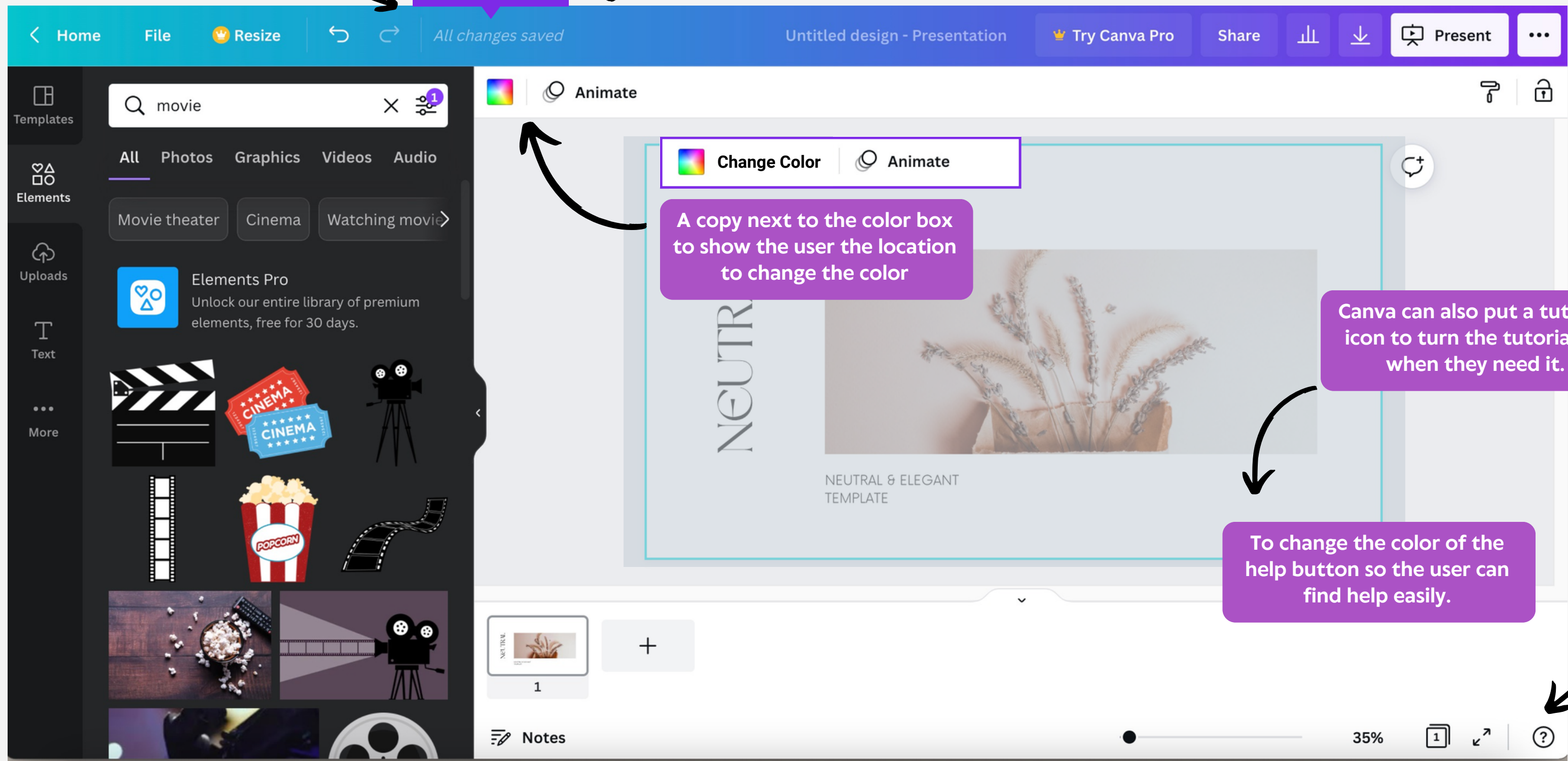
"The only thing I'm disliking right now is that I cannot figure out how to put a text box. I really cannot remember how to do it" @Joshbva

Recommendations for Discoverability

When you hover over here, user can have a pop up notification that show them this information

To make this information more visible to the user. It will be wise also to include a version history so the user can see what changes they have made.

Open version history



A copy next to the color box to show the user the location to change the color

Canva can also put a tutorial icon to turn the tutorial on when they need it.

To change the color of the help button so the user can find help easily.

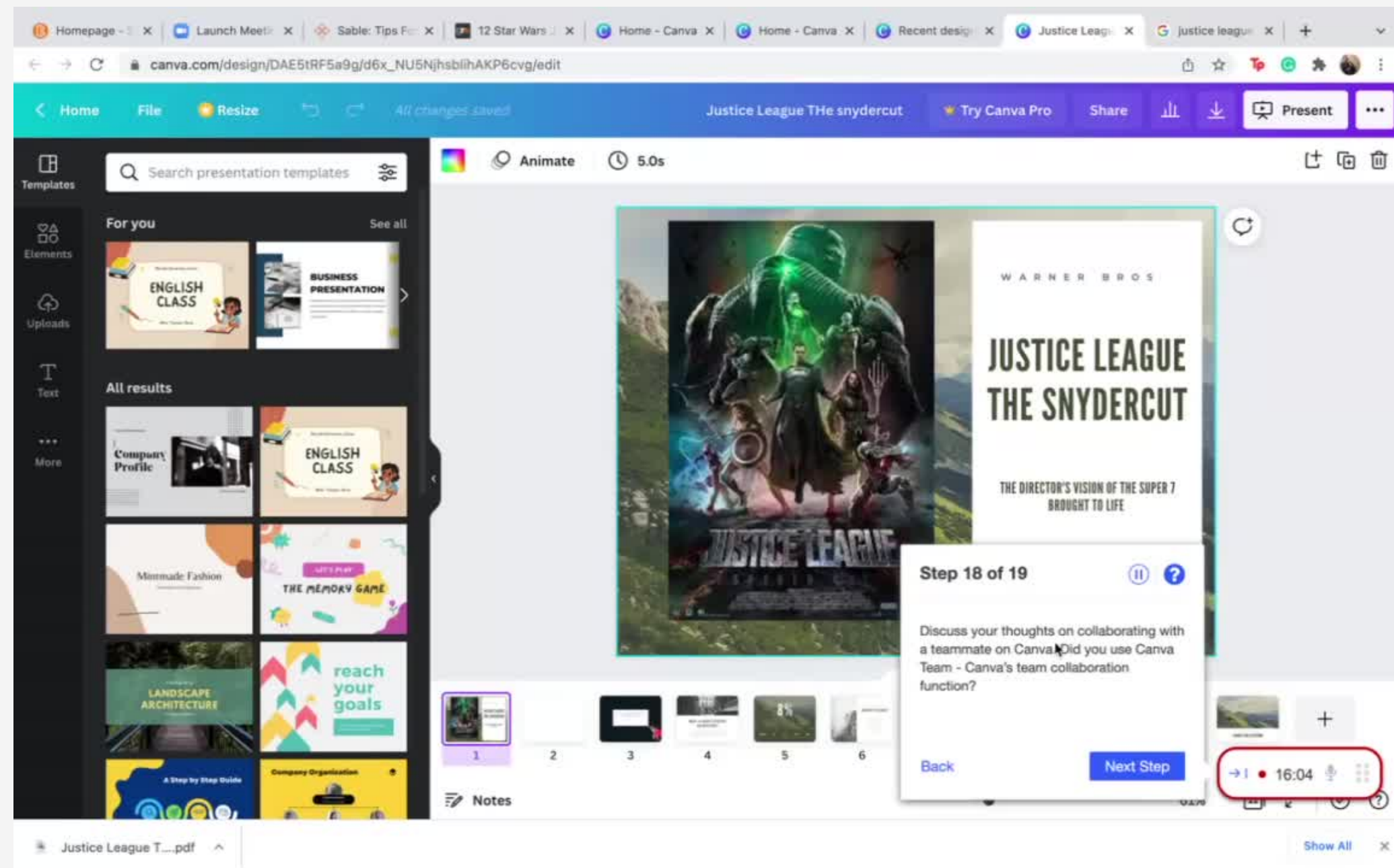


System Dialogue

System misses out on some key dialogues about features

Missing Dialogue about Canva Teams

- Users **don't really understand what Canva Teams are**. Presentations can be shared without users being added to Canva Teams. Users use Canva Teams without understanding it.
- Because **Canva Team has a size limit**, it can pose problems without the necessary status dialogue from Canva.



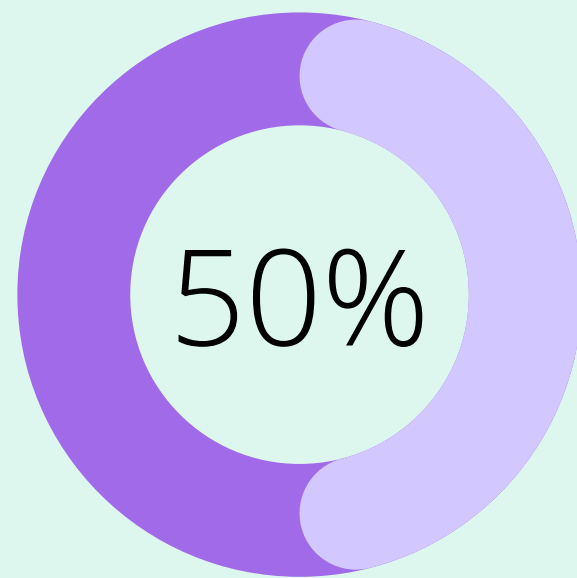
"I guess I don't know if I used it (Team function) or not. Not exactly sure." @Joshbvan

Cognitive Load

Finding relevant templates on landing page

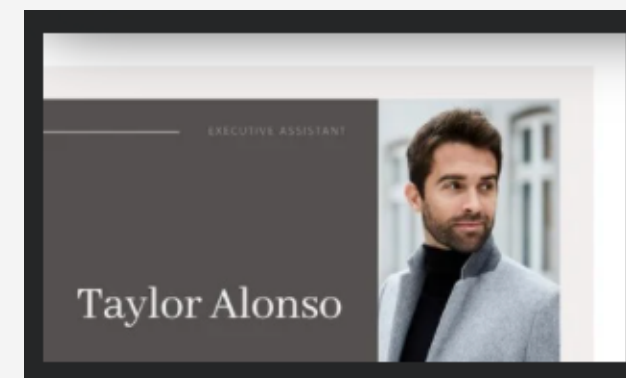
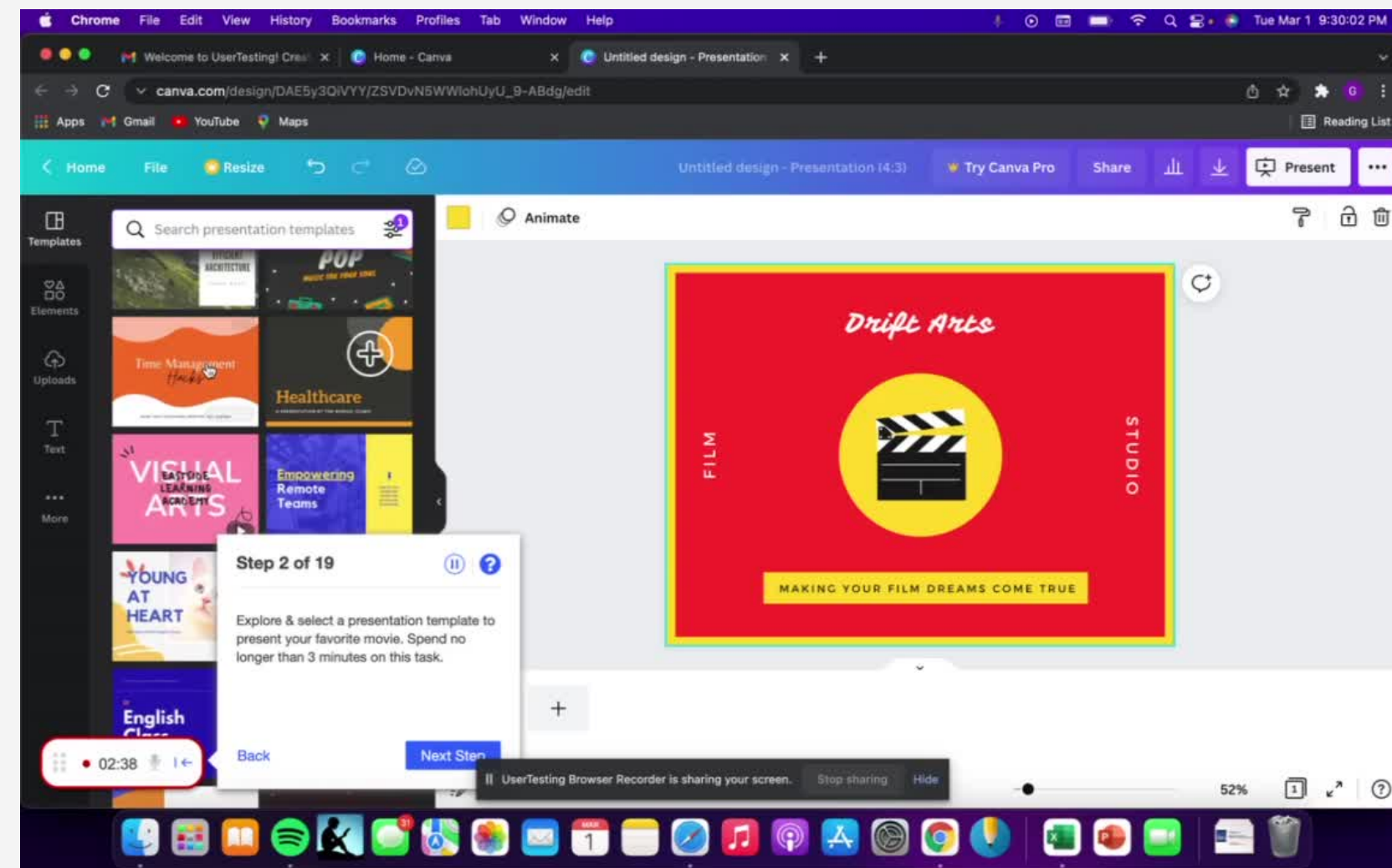
@TesterA1234 struggles to find relevant templates - articulates that the system "is being a little difficult" - is not familiar with Canva & ends up creating a poster

@Sam_Sidehustle searched for results like "rugby" - one template unrelated to rugby populates. He searches "sports" and some Pro templates populate, best dad in the universe, graduation ceremony, & morning workout routine also are search results. Finally, he searches "Toys," a few baby templates populate along with Christmas templates. Ends up choosing an abstract art template.

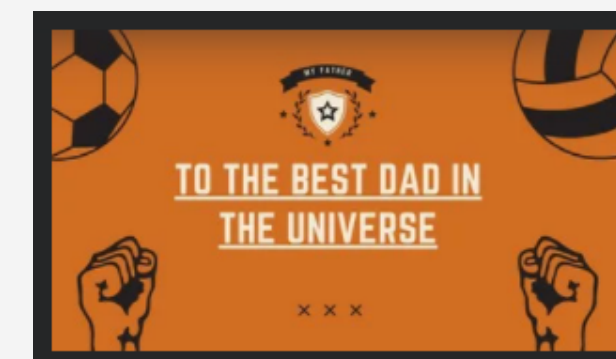


50% of users had difficulty finding a desirable template.

Most of them just chose a template out of time constraints. In the task we told them they had 3 mins to choose a template - ultimately it wasn't a template they actually wanted to use



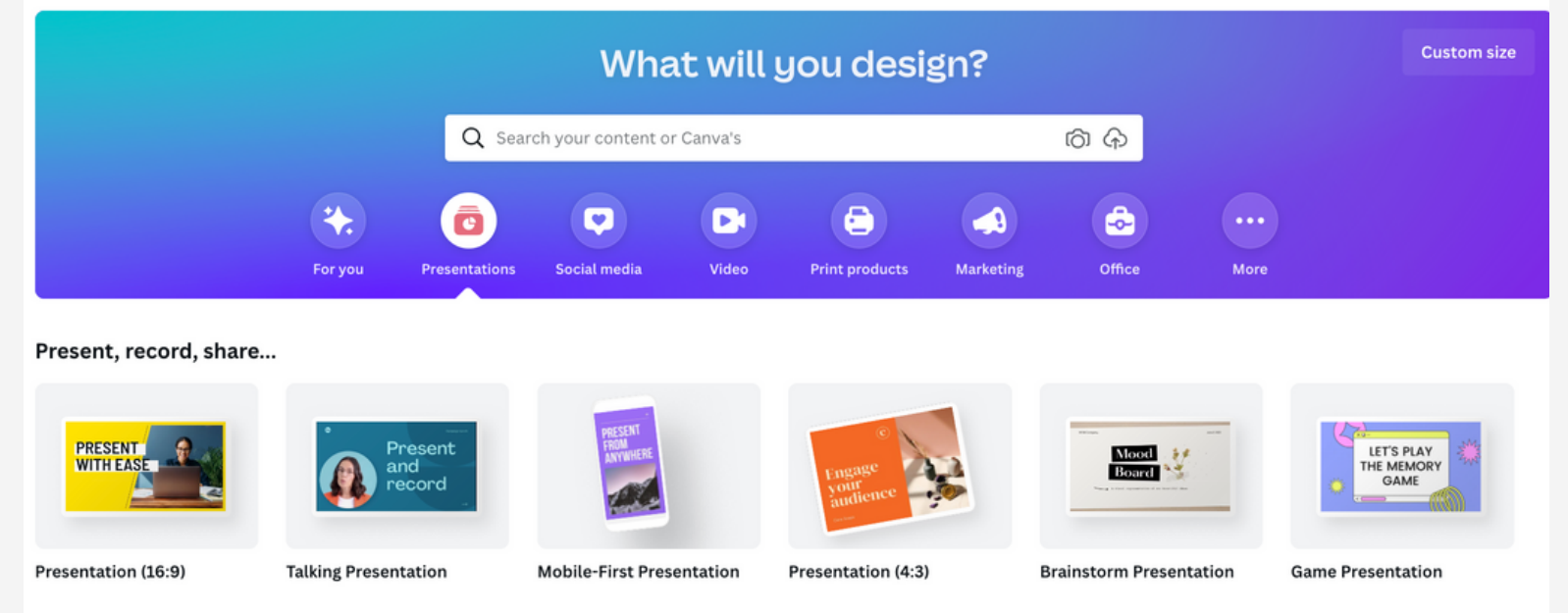
Only search result for the term "rugby"



"Sports"

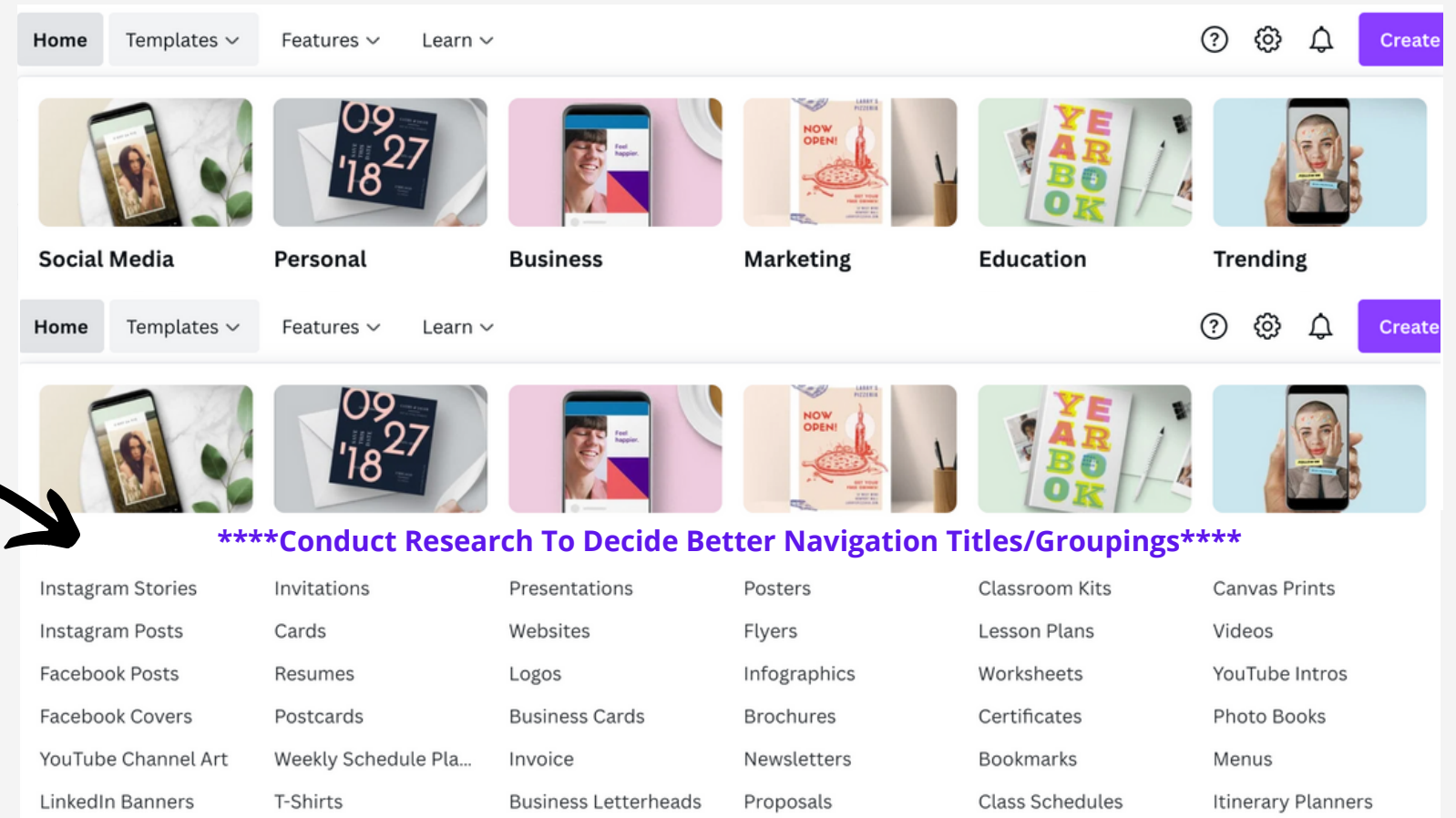
Recommendations for Cognitive Load

How to improve finding relevant templates on landing page



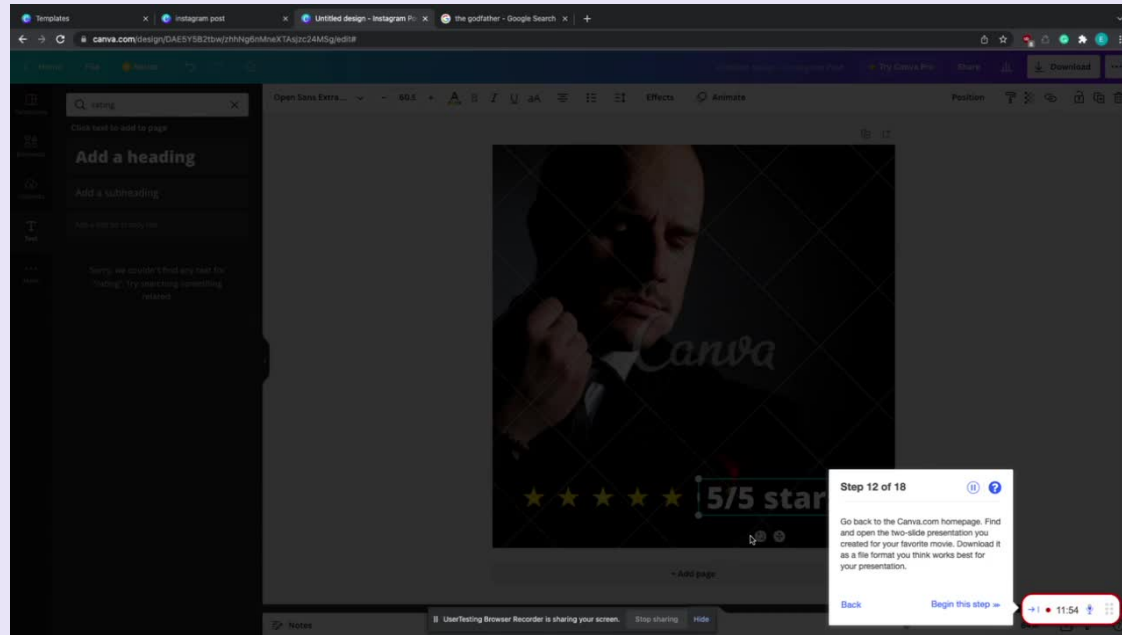
These are not the best presentation examples to display to the user to show them the "variety" of the templates Canva has - especially on the gateway

- Streamlining categories on the landing page will decrease the cognitive load. Eg. Presentation as one category
- Broader primary/sub navigation & search result terms to populate related content/features/templates



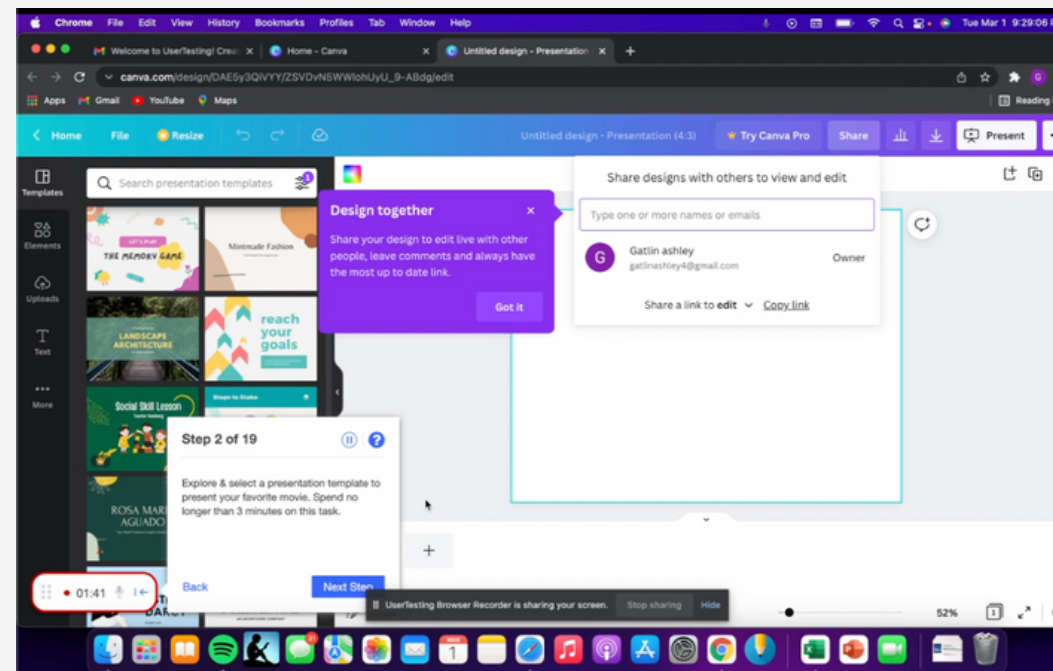
(Not) Supporting User Goals

Download with Canva Pro elements



The user had trouble downloading their presentation because the user used the pro features @cadilab

Pop-ups after account creation

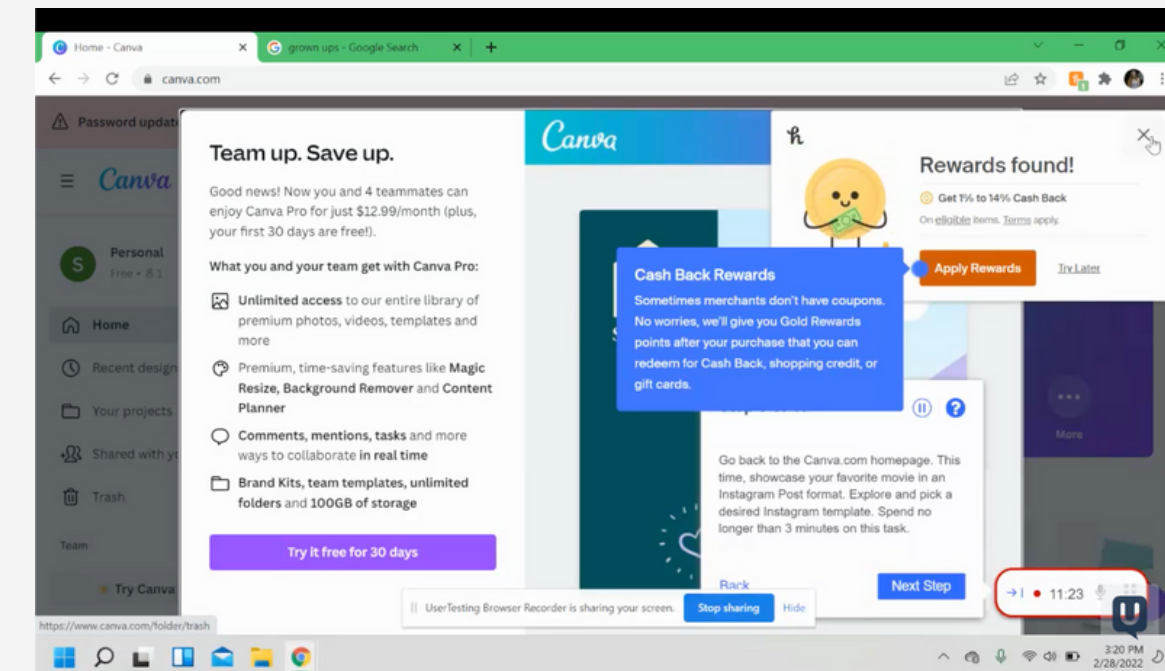


"Hold on. Okay, we are not worrying about this just yet." @Joshbvan

- Prompted Free Trial of CanvaPro for 30-days

"I will not be excepting" @TesterA1234

- Prompted with a Free trial of Canva Team for 30-days & share a blank presentation immediately upon opening it

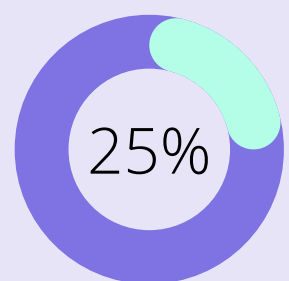


"No, what has just happened?" @She40463

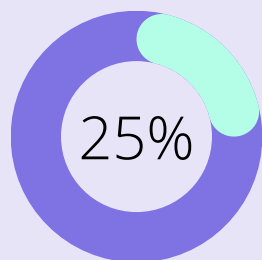
- Chrome extension Honey opened & prompt for a Free trial of Canva Team for 30-days

(Not) Supporting User Goals

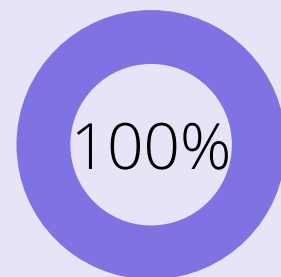
External image searches



25% of users expected Canva would have movie images



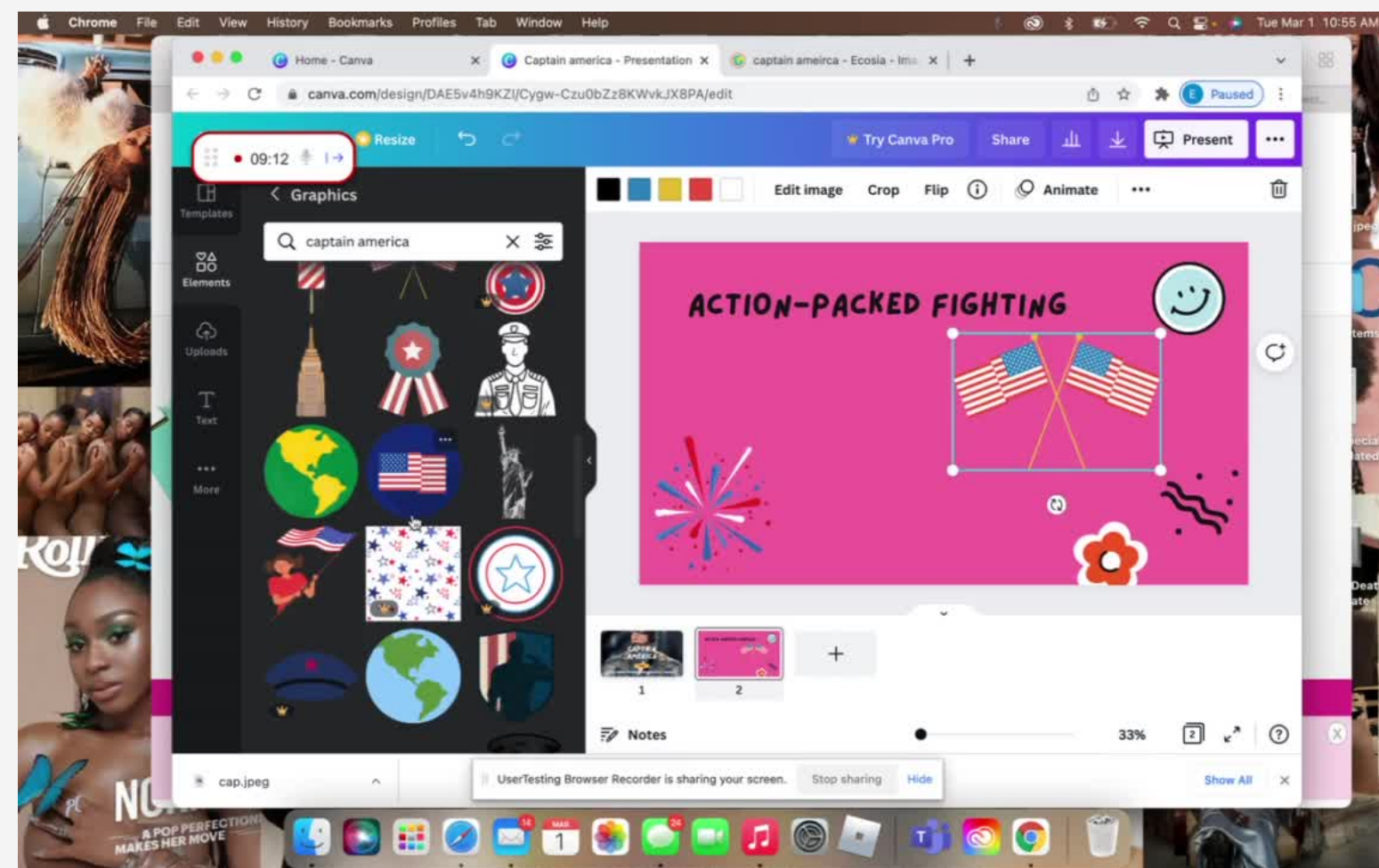
3/12 users tried to search for movie pictures on the Canva element search bar



12/12 users went to Google to search for the image

Only one user used Canva to find their movie poster. It was a CanvaPro image & watermarked which prevented them from downloading the presentation later in the test

Finding non-Canva Pro features



"They're all Pro. I don't have Pro." @anon561

The user ended up abandoning the search task because all relevant graphics for search results are for Pro users

Above-average clicks (6) and above-average time taken (249 s)

Recommendations

for (Not) Supporting User Goals

Download with Canva Pro elements

Better system dialogue informing the user as to why there was a request for payment before being prompted to give credit card or PayPal information - especially when the account they are using is supposed to be free that can cause unnecessary confusion & friction

External image searches

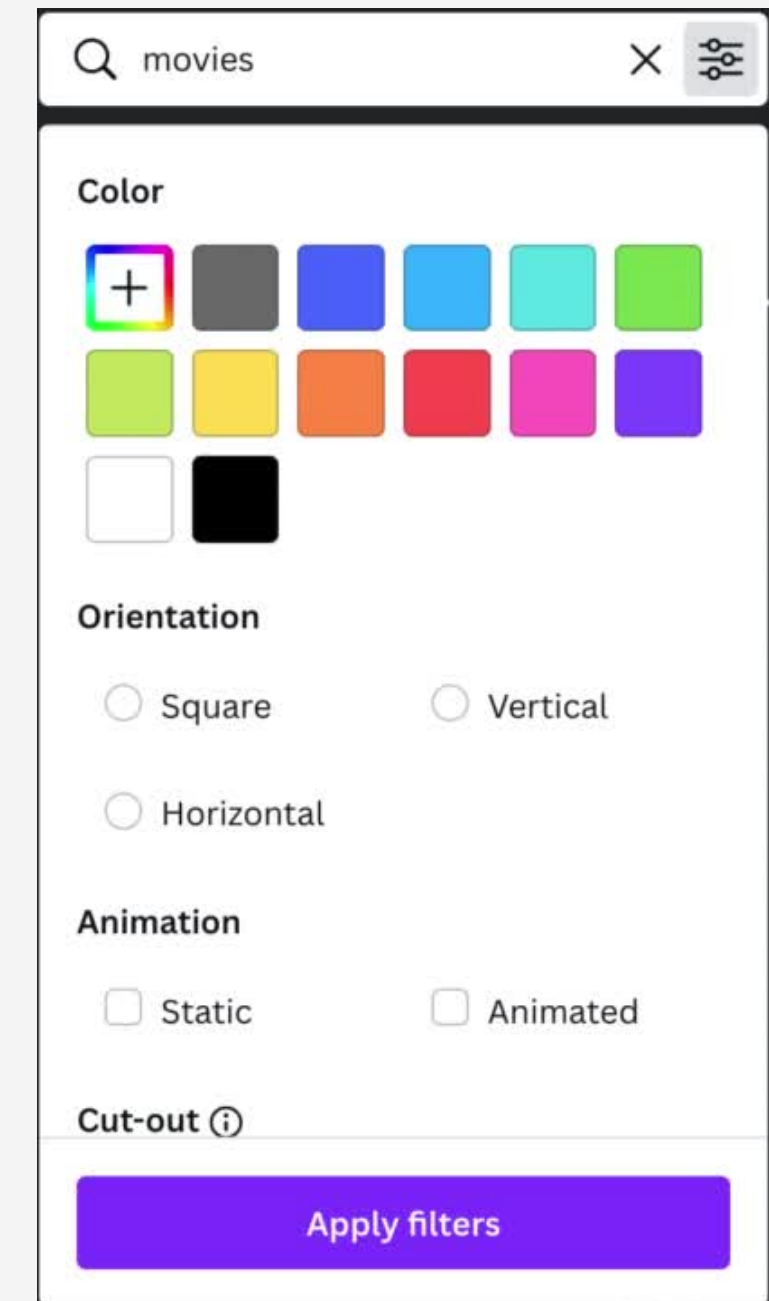
If Canva could integrate more images or search functionality into their system they would keep more users on the Canva interface longer than deviating away from productivity & efficiency by navigating out of Canva for images

Pop-ups after account creation

Only provide the features that people need at that given moment. Since they popped up at times the users did not need the service the popup was closed out of and not utilized meaning the ads/pop-ups are not capitalized on or optimized to help the user at the right time

Finding non-Canva Pro features

Prioritize the filters checkboxes for Free & Pro higher up on the filters list or create a separate Free & Pro filter that is more front and center for the user. This also poses an issue for discoverability because some users struggled to find relevant graphics that weren't CanvaPro specific



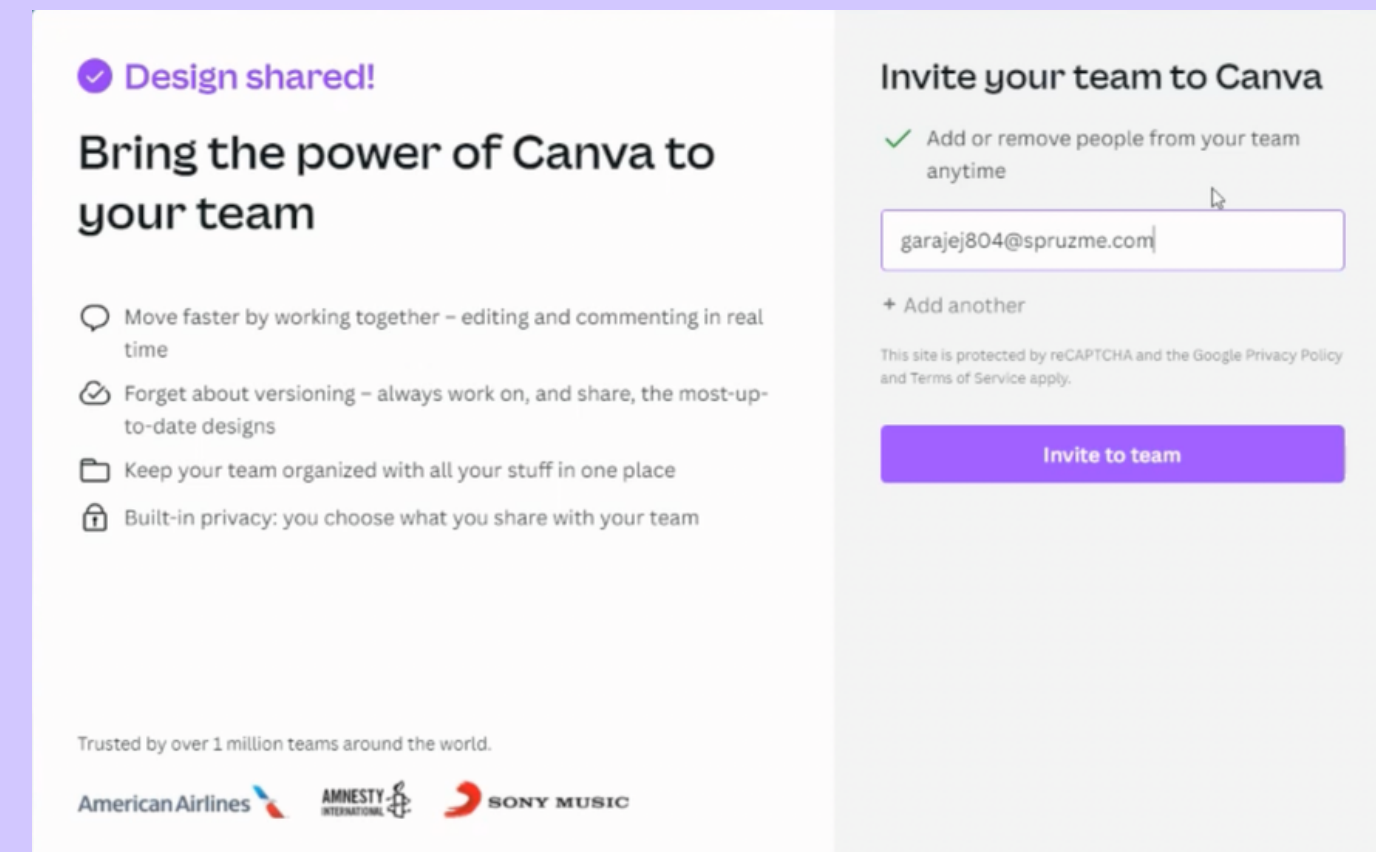
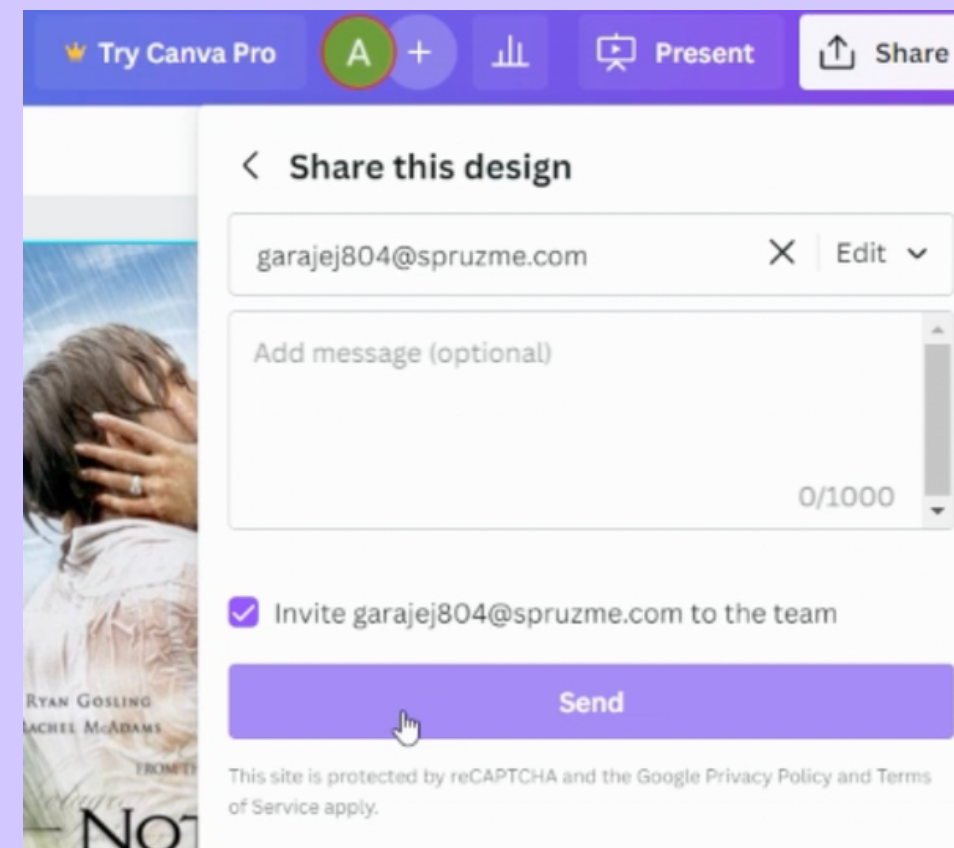
Recommendations For System Dialogue

Better explanation of what the initiative is would be helpful so people know what this action means.

Canva Teams

Responsive system dialogue on Canva Teams.

Users reported uncertainty when they invited people to team without knowing what team function is.



- Add a more responsible *Interface Dialogue* for **Canva Teams**.



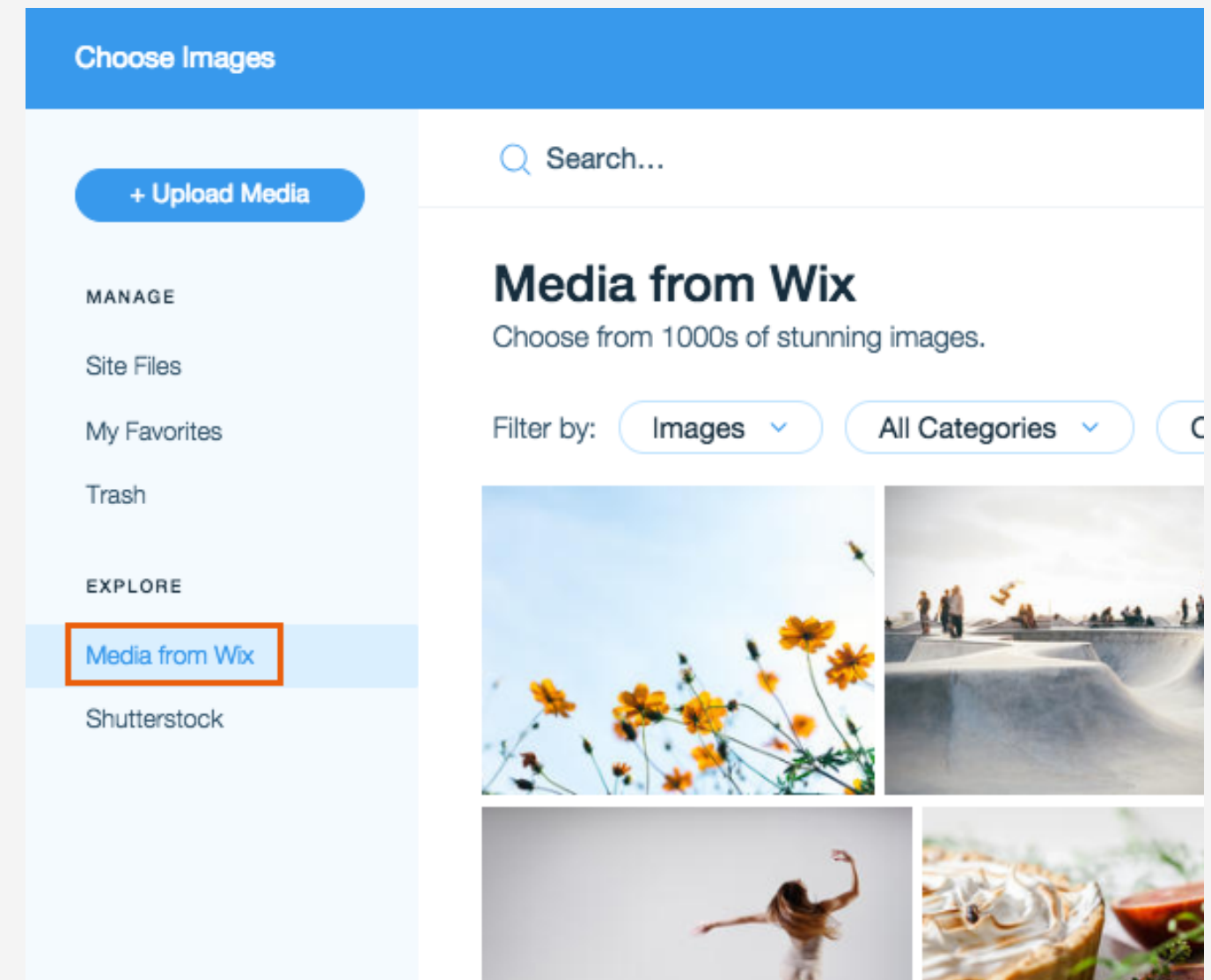
Canva Product Recommendations

Product offerings that would require important backend and partnership decisions for Canva.

Native royalty-free pictures & stock photo integration

Opportunities for affiliate marketing and increased ad inventory leading to increased revenue.

Recommendation: *Research on what's a reliable stock photo platform that could provide this solution*

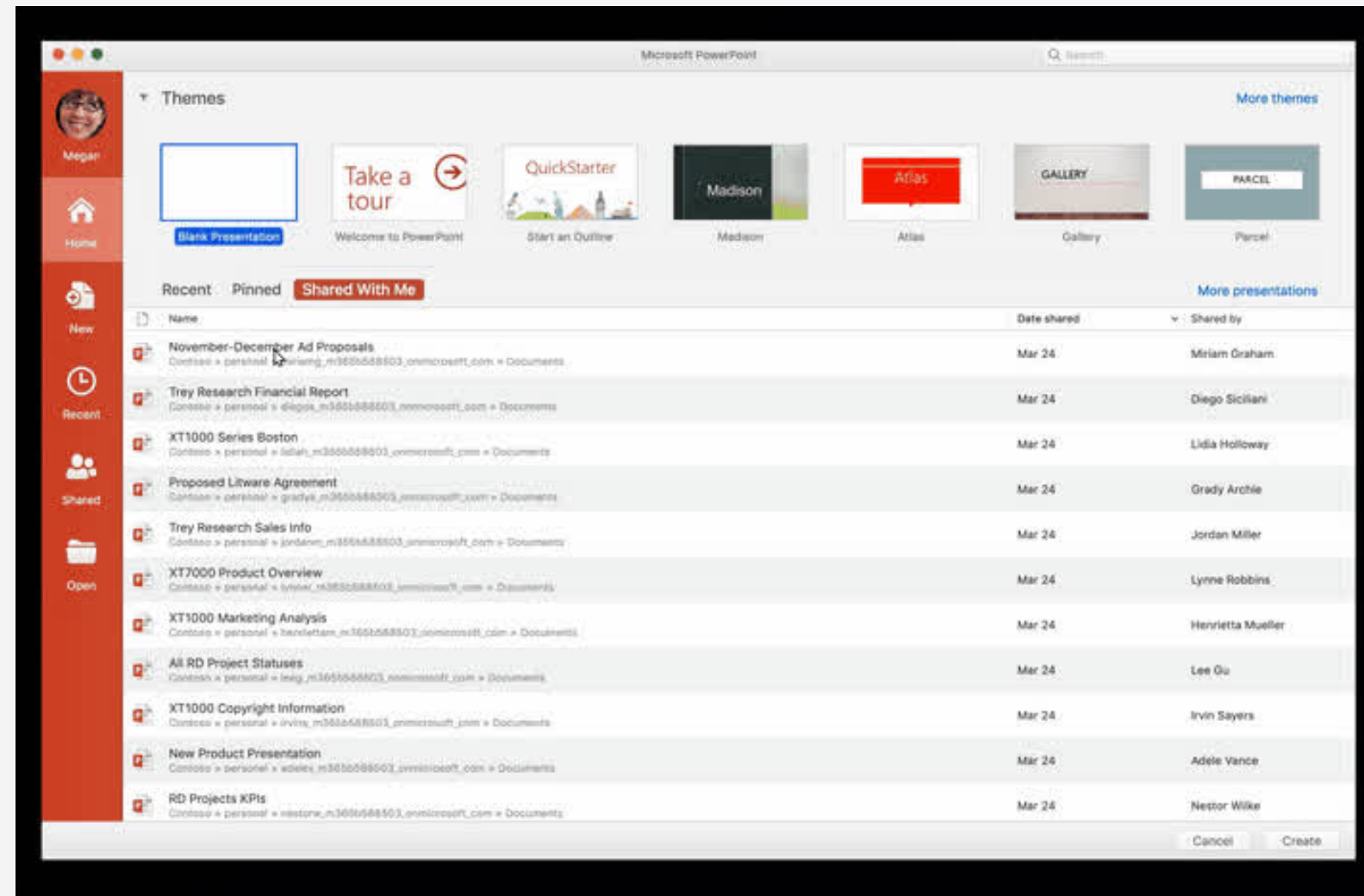


Canva Product Recommendations

AI-powered Design Recommendations

Supports users through finding features and can recommend templates/features

Microsoft PowerPoint AI has the feature.



Student Pricing

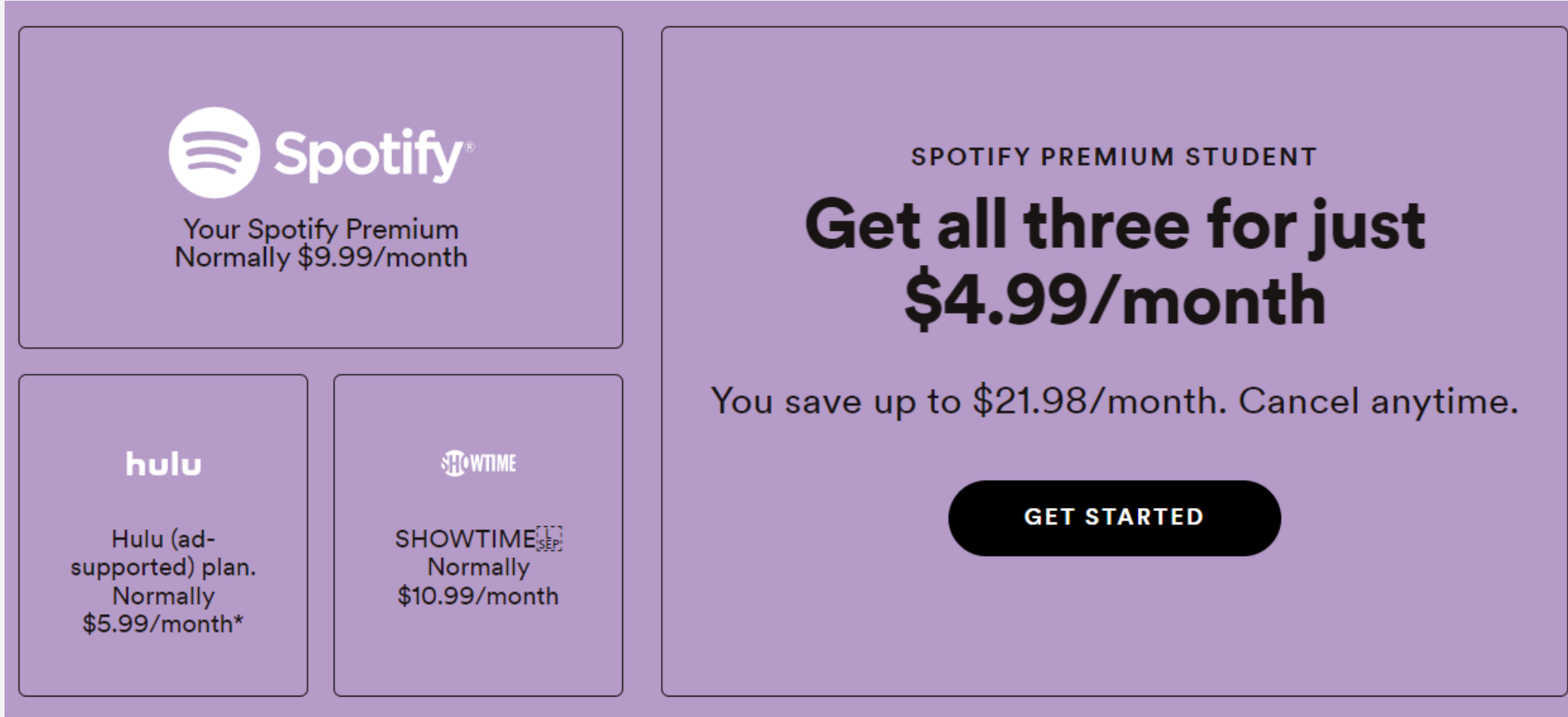
Research objectives to see if decreased student rates after **1 year** of Canva Pro can increase retention for **Canva Pro student users**.

Why Spotify offers discounted pricing for Spotify Premium for students

Offering a lower price point encourages sign-ups - especially among a younger demographic like students - a target market for streaming services and the users most likely to struggle to afford access.

Canva Pro Github Student Pack isn't a visible offering.

Future
Research



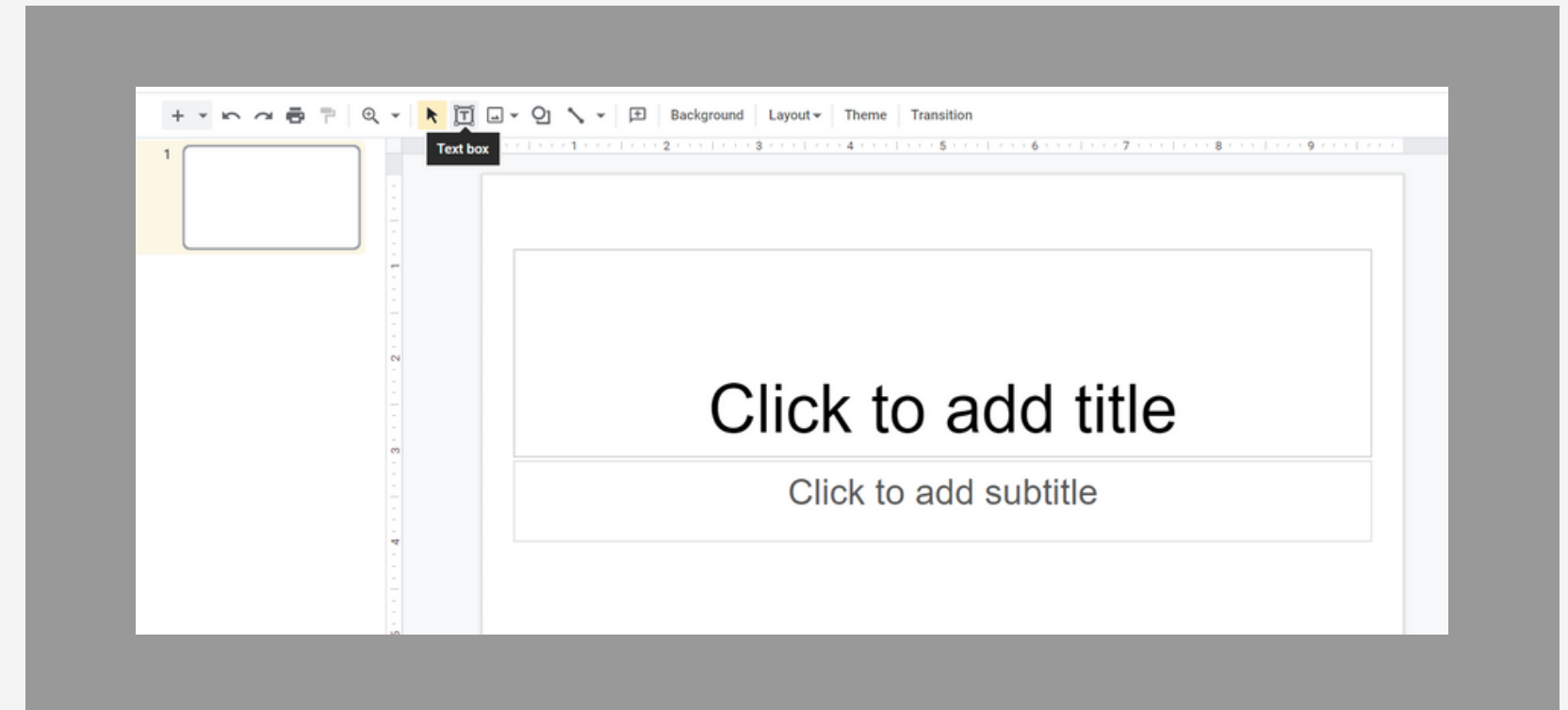
The image shows a promotional banner for Spotify Premium Student. On the left, there are three boxes: the top one features the Spotify logo and text 'Your Spotify Premium Normally \$9.99/month'; the bottom-left one features the Hulu logo and text 'Hulu (ad-supported) plan. Normally \$5.99/month*'; the bottom-right one features the Showtime logo and text 'SHOWTIME Normally \$10.99/month'. On the right, a larger box contains the text 'SPOTIFY PREMIUM STUDENT', 'Get all three for just \$4.99/month', 'You save up to \$21.98/month. Cancel anytime.', and a 'GET STARTED' button.

Service	Normal Price
Spotify Premium	\$9.99/month
Hulu (ad-supported) plan	\$5.99/month*
Showtime	\$10.99/month

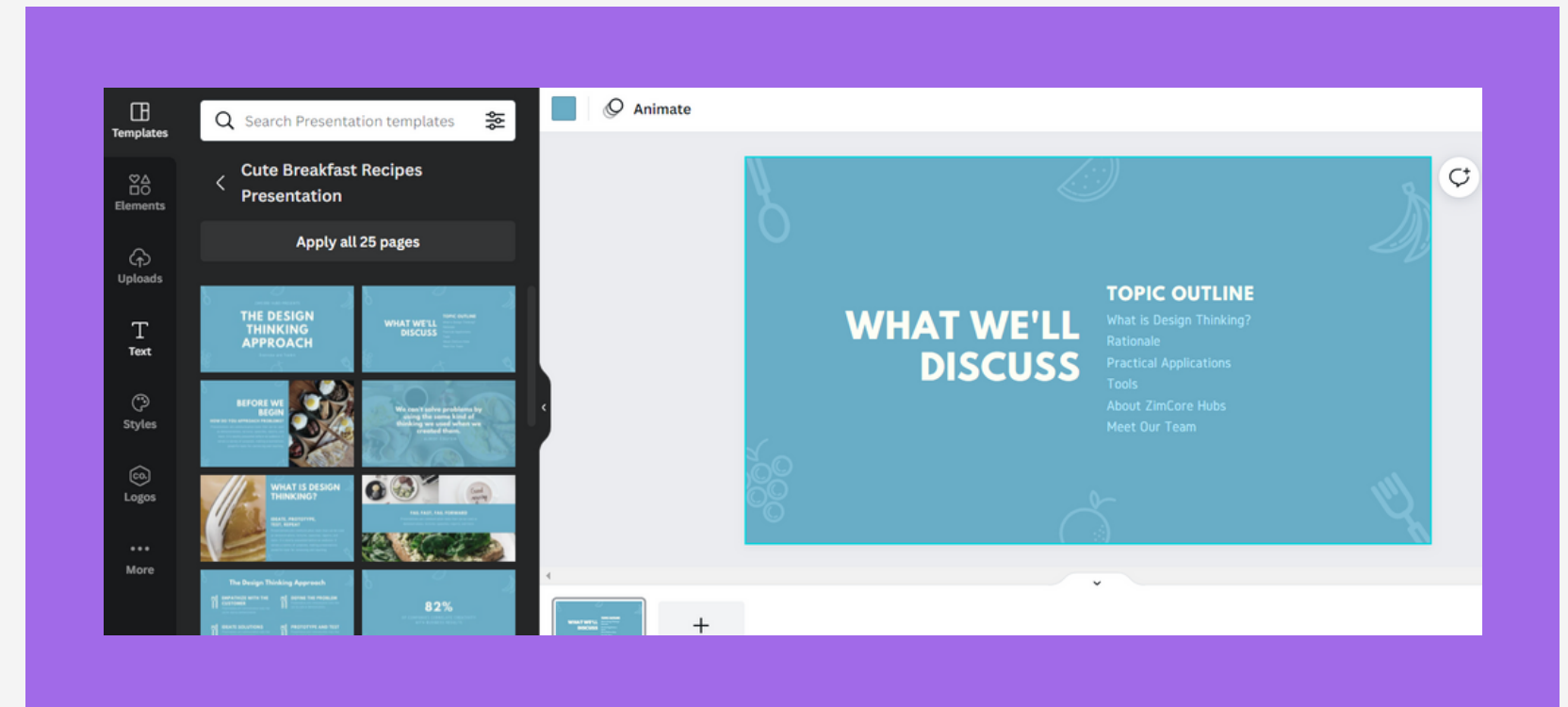
SPOTIFY PREMIUM STUDENT
Get all three for just \$4.99/month
You save up to \$21.98/month. Cancel anytime.
[GET STARTED](#)

A/B Testing for interface changes

Adding the Text Box option to the header menu instead of the sidebar with templates and design tools to check if it supports users' mental models better.



Future
Research





Thank You