Canva

Canva Campaign Proposal
Demonstrating Disability & Accessibility Activism

Exam Paper for The New Face of Branding: Political and Social Activism

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Exam Number: S157270
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ISUP Summer Programme

Characters: 31,884 • Pages: 15

Introduction

The purpose of this paper is to propose a campaign for Canva to demonstrate disability and accessibility activism. After first understanding the background of the company, their customer base, their brand image, and their positioning in the market, the accessibility of Canva's current services will be assessed and areas of improvement will be suggested. These new changes to the platform to increase accessibility will drive the new activist campaign; this campaign will aim to increase awareness about disability accessibility and accessible designs, as well as provide a solution to PWD (people with disabilities) as consumers who are looking to design.

Company Overview

This section provides an overview of Canva as a company, describing its founding, history, general financial information, mission statement, and values.

HISTORY

Canva is an Australian company that was [founded in 2013 by design professor Melanie Perkins](#). It can best be described as a user-friendly design platform, filled with templates, tutorials, and design elements, to enable anyone to design, regardless of prior experience. Using Canva, you can easily create social media posts, slidedeck presentations, posters, and any other design you might need.

Canva was founded in trying to solve a problem. Perkins saw an issue in the cumbersome process of learning design; specifically, she noticed her students having to become familiar with the expensive, complicated design platforms and their buttons before even beginning to apply design concepts. Originally started as a yearbook design software by Perkins, Canva received [$1.6 million from angel investors in 2012](#) before the software's eventual launch in August of 2013 as the design platform we know it as now.

After the first year of launch, Canva's user base was [1 million users](#), proceeding to skyrocket to [6 million by 2015](#). Now, over [8 billion designs](#) have been created using the software. It is currently seen as the leading user-friendly design platform, with its

main competition being the Adobe Suite of design products (Adobe Illustrator, Photoshop, InDesign, etc.) that posed the initial problem Perkins sought to fix.

FINANCIAL INFORMATION

With its most recent round of funding coming in September of 2021, Canva has raised a total of $572.6 million of funding across 16 rounds. Its largest investors include T.Rowe Price, Franklin Templeton Investments, and Greenoaks Capital. Canva now has a $40,000 billion evaluation, with an estimated revenue of $1 billion in 2021. In its growth, Canva has acquired 6 established companies: Flourish, Kaleido, Smartmockups, Pexels, Pixabay, and Zeetings. Each of these organizations' IP contributes directly to the Canva platform, with most specializing in either data visualization/AI or stock photography.

Additionally, it is important to understand the pricing structure of Canva's offerings in relation to their finances. Majority of users take part in the Free version of the platform, but there are also Pro ($199.99/year for one person) and Enterprise ($149.90/year for the first 5 people) offerings. With the Pro and Enterprise offerings, users are granted greater access to templates, elements, stock photos, storage, and customer support, as other features related to collaboration.

MISSION AND VALUES

From the start, Canva's mission has been as follows: *"To empower everyone in the world to design anything and publish anywhere."*

To stay true to this mission, the company has established six core values: (1) make complex things simple, (2) set crazy big goals and then make them happen, (3) be a force for good, (4) empower others, (5) pursue excellence, (6) be a good human. Reflected in both Canva's internal and external business processes, these values help direct employees in continuing to grow the company and further develop the platform.

Brand Overview

This section provides an overview of the Canva brand, including their typical customer demographics/target market, the attitudes their users hold about their brand, and prior activist efforts they have embarked on through their brand.

CONSUMER DEMOGRAPHICS/TARGET MARKET

Canva has over 75 million monthly customers worldwide, with the software being available in [100 languages and 190 countries](). Of these, [5 million are Pro customers](), meaning they pay for the service. Generally, Canva [targets the following](): business, owners, marketers, other professionals, and non-designers in general. Additionally, Canva provides [services for schools](), meaning that the program is frequented by students as well.

Overall, Canva targets those who are lacking design experience but want to be able to make design materials themselves easily and free of cost. Majority of these can be presumed to fall into the generational categories of Generation Y and Generation Z, with tech familiarity being important to utilizing and frequenting the platform, as well as valuing freedom and empowerment.

CONSUMER ATTITUDES

Canva is known for its repeat customers and loyal fanbase. In part, this can be attributed to its dominance in the simple-design-platform marketplace, but is most likely due to its powerful user interface, eagerness to aid its customers in their design efforts (templates, tutorials, online help center, instructional blog posts), and clear company vision; all of these factors work to empower Canva's users - and what user doesn't like to feel empowered?

Majority of online reviews of Canva's platform are [overwhelmingly positive](), with the points above being regularly harped on by [satisfied customers](). It's clear that the brand has done a great job of linking their mission with their brand image; people associate Canva with ease of use most predominantly, which aligns directly with their mission of "empowering everyone in the world to design anything and publish anywhere."

Additionally, attaining feelings of customer reciprocity and developing brand love are presumably much easier for Canva than other companies (that might specialize in things like retail or packaged goods, for example); it all comes back to the platform's ability to empower its users, who directly reap a benefit from the software and feel good about themselves and what they were able to accomplish - a bunch of positive feelings that they then learn to associate with the brand.

It seems that the characteristics of most unsatisfied customers are those who have [prior experience with design and more complicated platforms](). The biggest two complaints are as followed: (1) the Canva platform, compared to Adobe softwares, is very limiting in terms of design freedom, and (2) Canva poses a potential threat to their work; small businesses are now able to create advertising materials, logos, and social media content for free on Canva and no longer need to hire freelance designers.

Although these disapproving reviews could pose a potential issue for the brand, the audience of experienced designers that are expressing these sentiments are outside the company's target market: people *inexperienced* in design who want to design. Therefore, it's clear that, overall, Canva's audience connection and association with those who frequent their platform is powerful and positive.

PRIOR ACTIVIST EFFORTS

Staying true to their values of "be a force for good" and "be a good human," Canva has a robust history of activist efforts since its founding, mainly concentrated in humanitarianism and environmentalism. The company's ["Two-Step Plan"]() consists of: (1) become one of the most valuable companies in the world, and (2) do the most good we can. Under the umbrella of Step 2, Canva houses all of its activist efforts.

They established the [1% pledge](), where they commit 1% of their equity, profits, team's time, and product to be a force for good in the world. That 1% went towards the following: the Pro product being given to 130,000+ nonprofits for free, over 45,000+ office volunteering hours each year, and support of crisis relief efforts (Australian bushfires, COVID response). More specific programs they have launched include the ["Print One, Plant One"]() project (plant a tree for every print order ever placed with Canva) and participating in ["GiveDirectly"]() (distribution of $10 million to some of the world's poorest people in Southern Africa through mobile payments).

Market/Sector Overview

This section provides an overview of the graphic design market, of which Canva operates under. This includes comparison to competitors through a Positioning Map, as well as a PESTEL Analysis that provides a description of general environmental factors that may influence reactions to an activism campaign at this point in time.

POSITIONING MAP

Assessing Canva on the components of number of design features and ease of use in comparison to its main competitors, it's clear that Canva exists in a blue ocean of its own making. Compared to the robust but hard-to-use (and extremely expensive) Adobe Suite, any consumers looking to easily make attractive designs for free turn to Canva. Additionally, majority of the competitors in the ease-of-use space do not provide nearly as many design features or opportunities to create (PicMonkey, for example, allows users to edit photos, use stock photographs, and design collages - this competes with only a fraction of what Canva has to offer, even though they're similar in terms of ease-of-use). *See Appendix A.*

PESTEL ANALYSIS

When observing the current state of the graphic design industry and its receptivity to a potential activist campaign, the most important factors to consider in a PESTEL analysis are the economic and social components. Economically, the design market is increasingly becoming dominated by freelance work and is experiencing growth as digitization and virtual work increase. Socially, since the market is youth-dominated, activism participation is much more common, and it's typical to see designs being made in support of specific issues or social causes. With these things in mind, this makes the design industry a perfect place to build an activism campaign and expect a positive reception at the current time. *See Appendix B.*

Brand Activism Theory

This section provides an overview of best practices that are necessary to successfully execute an activism campaign, including: Authenticity, Consistency, Transparency, Empathy, and Action. In later sections describing the proposed Canva campaign execution, these ideas will be reflected.

AUTHENTICITY

Authenticity is the word most closely associated with monitoring and evaluating activist brand campaigns; if a campaign is authentic, it means that the company is genuine in its activist efforts, its business processes reflect these efforts, and they are communicating their efforts clearly and honestly. If a campaign is inauthentic (if it were completely motivated by profit, for example), it's likely going to be extremely obvious to audiences and negatively impact the company's brand image. This would also make it very difficult for the brand to run another campaign in the future.

CONSISTENCY

Consistency describes the quality and duration of the work a company does within its activist campaign. If Canva were to release a statement for BLM, for example, donating funds and raising awareness, at the height of the movement, and then never speak about the issue or their efforts again, that inconsistency would indicate inauthenticity and thus seem poorly motivated to a receiving audience. Consistency means maintaining action, funding, or other manners of support on a long-term basis, tracking progress, and demonstrating a commitment to the issue.

TRANSPARENCY

Transparency in an activist campaign is rooted in the brand's communication with their audience; by directly and clearly stating objectives and actions that the company is engaging in or plans to engage in, it allows consumers to be much more trusting of the campaign and more actively support their actions. Without transparent communication, it's likely the audience will be suspicious of the campaign and view it negatively.

EMPATHY

Empathy is a crucial component to the genuine feeling of a campaign, as well as something necessary to avoid misinterpreting current issues and spreading ignorant

messaging. Companies must thoroughly research and develop a deep empathy for an affiliated group before centering a campaign around their strife; this understanding is crucial for a successful campaign that is well received both by general audiences and the afflicted group it supports.

ACTION

Action describes the behavior of companies within their campaign, specifically what they do to support the issue in real life outside of their promotional materials. Again, if Canva were to release a statement in support of BLM but not donate any funds, provide any educational resources, volunteer in BLM nonprofits, or demonstrate any other active behavior, the motivation of the campaign would immediately be called into question. Communicating these actions transparently and engaging in them is crucial to avoid the appearance of an inauthentic or strictly profit-driven campaign.

Chosen Issue

This section provides an overview of the issues of disability and accessibility as focuses for the proposed activist campaign. The background of the topics, important vocabulary, and suggested changes to the Canva platform in relation to these issues will be discussed.

BACKGROUND

This proposed activist campaign for Canva will be in support and advocacy of people with disabilities, as well as general accessibility. Suggestions to the Canva platform will be proposed prior to the campaign launch to make the software more accessible and user-friendly to individuals with low vision and low fine motor skills.

A low vision disability can be described as a "lack of visual acuity while retaining some vision." The population of people with low vision is 246 million across the world, with 85.75 million of those being under the age of 50 (and thus generally within Canva's target age group). A low fine motor skill disability can be described as "an inability or impairment of an individual to perform tasks that require a degree of manual dexterity." Since this is typically measured in young children, few statistics exist on the prevalence of low fine motor skill disabilities in adults, but it can still be seen as making up a significant portion of the population. Both areas of disability would make the use of the

Canva platform extremely difficult, but do not entirely exclude the capability (or desire) to design for the affected individual. Currently, these individuals do not have a reliable design platform they can use. Additionally, accessible design is important to define; it can best be described as creating works that are easy to navigate and understand for the largest number of viewers possible - including those with disabilities.

PLATFORM CHANGES

As aforementioned, prior to the campaign launch, changes to the Canva should do two things: (1) make the software more accessible to those with disabilities, and (2) allow all users to make their designs more accessible. Below are short descriptions of the suggested changes to the platform to serve these two purposes:

1) Accessibility Settings Panel

   Accessible through the design studio, this panel would allow users to customize the presentation of the Canva UI, making it much more friendly to individuals with low vision or limited fine motor ability. In the panel, things such as: *the spacing between platform elements*, *triggering of keyboard controls*, *contrast level of the UI*, and *text scalability* could be controlled.

2) Designing for Accessibility Encouragement

   These in-app features would encourage all users to make their designs more accessible, both allowing users to ensure their designs are accessible to a wider audience, as well as provide reminders of the importance of accessible design. These features would include: *the ability to add alternative text to designs*, *a reading order pane*, *a contrast checker*, *an accessibility checker*, and *accessibility lessons and courses*.

These adjustments will be made while consulting users with disabilities, talking to accessible design/interface specialists, and holding focus groups during development to ensure the features are efficient and useful. Implementation of these changes are crucial to the success of the campaign; if not implemented, Canva would be seen as wildly hypocritical by advocating for issues their platform itself is doing nothing to support. *See Appendix C.*

Campaign

This section provides an in-depth plan of the suggested Canva Disability & Accessibility activism campaign, including overall campaign objectives, KPIs, strategy, execution tactics, risk assessment and management, and campaign monitoring/evaluation.

OBJECTIVES

This proposed activism campaign will have 4 main objectives, listed below. These objectives all have a global scope, consistent with the reach of Canva's current user base.

1) <u>Increase disability awareness</u>

   Through this campaign, Canva would develop a platform for those who have disabilities to share their stories and experiences, as well as increase positive attitudes and empathy towards those with disabilities, strengthening overall public awareness.

2) <u>Increase awareness of and participation in designing for accessibility</u>

   Through this campaign, Canva would educate the public on the importance of designing in a way that is accessible to a broader audience, the benefits and importance of said design, and also help to create a societal expectancy of designing for accessibility.

3) <u>Create a solution for designing as someone with disabilities</u>

   Through this campaign, Canva would provide a design platform that is accessible, user-friendly, and easy for people with disabilities (specifically low vision and low fine motor skill disabilities) to use; this solves the existing problem of the difficulty of designing as someone with disabilities.

4) <u>Create a solution for easily designing for accessibility</u>

   Through this campaign, Canva can also provide a design platform and resources that encourage/help users in designing for accessibility; this would increase the output of accessible designs in the public and solve the problem of lack of knowledge/difficulty in the general public of designing for accessibility.

KEY PERFORMANCE INDICATORS

In understanding how these objectives will be measured, establishing key performance indicators is crucial. At this stage in the campaign proposal process, qualitative KPIs will be suggested as benchmarks; if this project is taken on, more specific, traditional, quantitative KPIs will be established to measure impact.

<u>Social Impact</u>

Overall, the social impact goals for this campaign include (1) increasing exposure of disabilities and accessibility, (2) building new attitudes towards accessible design, and (3) creating a new behavior of incorporating accessible design. Generally, these will be measured through social listening, media analytics, and tracking consumer usage on the Canva platform. It can be expected to use short-term tracking to understand the exposure effects of the campaign and long-term tracking to understand direct impact, transformational impact, and indirect impact. *See Appendix D.*

<u>Brand Impact</u>

This campaign serves many purposes for the Canva brand in addition to its anticipated social impact. If successful, Canva customers will learn to link the brand both with the issues of disability and accessibility, as well as activism generally; since Canva already dominates the market, acknowledgement of Canva as the "accessible platform" should be a rather quick association for customers to make if they are properly exposed to the campaign messaging. This would be a natural connection considering most users are already familiar with Canva's mission of "empowering *everyone* in the world to design anything and publish anywhere."

Additionally, customers who receive the campaign well and support Canva's actions/messaging will be more likely to increase their brand engagement and natural ambassadorship. Other behaviors that may occur include developments of brand communities in those with disabilities who use the platform and an overall increased WOM in the public regarding the brand. In the media, if successful, the campaign can be expected to increase social media, PR mentions, and earned media of both the Canva brand and the chosen activist issues.

OVERALL STRATEGY

<u>Brand Fit</u>

This campaign has high brand fit for Canva, mainly because of its values and mission statement: "To empower everyone in the world to design anything and publish anywhere" - emphasis on *everyone* in that mission statement. Canva aims to make design easy for *everyone*, and those with disabilities aren't excluded from that.

Additionally, Canva has prior experience in activism, as discussed in "Prior Activist Efforts," so their teams are most likely very familiar and comfortable with activist campaign execution and its potential risks.

The only drawback to this fit being so strong is that the campaign may not be extremely memorable since it so directly ties to Canva's messaging; some current customers may think, upon exposure to the campaign: "Was Canva ever *not* accessible or *not* for everyone?". This could lead to confusion if the brand's efforts are not properly communicated to the existing customer base.

Target Market

It's important to define Canva's target audiences with this campaign before developing tactics to implement. Below are listed the two identified main target audiences of this campaign. Their demographic information can be assumed to be the same as Canva's typical user base.

1) Users with Disabilities (low-vision, limited fine motor skills)
   - Specific Needs: easy-to-use, accessible way to design
   - Hierarchical Needs: empowerment, inclusion (of themselves)
2) Users Wanting to Make Accessible Designs
   - Specific Needs: easy-to-use design platform, a way to make designs for accessibility, help with making accessible designs
   - Hierarchical Needs: inclusion (of others), reaching broader audience

How Goals Will be Accomplished

These objectives will be reached through a variety of tactics, including internal and external company changes, programs, partnerships, and an in-depth advertising campaign, all which have positive framing. Below, these features are discussed.

TACTICS

Internal Tactics

Prior to generating and publicizing external-facing facets of the campaign, such as content, advertisements, and partnerships, the internal processes of the Canva company need to be updated; this includes hiring more staff with disabilities, making physical changes to offices to increase accessibility, and educating their employees and designers on designing for accessibility. These changes will not only increase the

authenticity of the campaign but will also provide employees with an increased empathy and education for the campaign subjects, improving the likelihood of the success of the campaign efforts. In prior [carbon footprint reduction campaigns](), Canva has made changes to their internal processes such as these.

<u>External Tactics</u>

PARTNERSHIPS

The first external facet of the disability and accessibility campaign would include the initiation of partnerships with various disability nonprofits and organizations. Groups such as [DREDF](), [Yo! Disabled and Proud](), and [Learning Ally]() include great examples of nonprofits that focus on disability in a way that aligns with Canva's campaign goals (with their typical age range, their processes/goals as an organization, etc.).

A partnership with these organizations would be a mutually beneficial endeavor, both for Canva and the nonprofit; Canva would be able to directly reach a large population of people with disabilities, increase the legitimacy of their campaign, and make a name for themself in the disability space, and the nonprofit would gain funding and increase their exposure to the general public. Additionally, if any competitor of Canva attempted to copy aspects of their disability activist campaign as a way to retain their space in the market, Canva having already established strong relationships within the disability space would allow them to retain their market dominance.

OUTREACH

In addition to partnerships, providing Pro Canva to requesting disability nonprofits for free is in–line with Canva's past efforts, as they have already given away their premium product for free to [over 130,000 nonprofit organizations](). This would not only give exposure and usage to the new accessibility changes of the platform, but would also serve to further strengthen Canva's relationship with the community of those with disabilities. Additional outreach ideas are written in the appendix. *See Appendix E.*

MEDIA

Communicating this campaign to the public will be chiefly done through owned digital media, primarily through Canva's social outlets. A few social post concepts will be

described in this proposal, but a comprehensive list of all media content ideas (including traditional media) is included in the appendix. *See Appendix F.*

For *static digital content*, creating social media posts that target both audiences would feature short, bold phrases that capture the intersection between Canva's mission and this campaign's initiative. Verbiage such as "Canva for ALL" will be included in posts targeted towards users with disabilities who would create using the updated Canva platform. Verbiage such as "Make designs that EVERYONE can love" would be directed towards current users who may engage in designing for accessibility. All content will be created using bright, eye-catching colors and lots of compositional motion that complement the brand's current graphic styling. In the description of these posts will be more information on Canva's campaign, including links to their efforts, objectives, and partners, as is common in social media formatting. *See Appendix G.*

Additionally, Canva regularly posts user-created designs on their social media platforms - posting accessible designs made by users or designs made by users with disabilities would be advisable and fit into their current digital marketing strategy by emphasizing on customer engagement, celebration, and support.

For *dynamic digital content*, creating short videos will be the basis of Canva's storytelling throughout this campaign. One specific concept is discussed below, but multiple will be included in the appendix. *See Appendix H.*

A main video in this launch would be a consumer story centered around someone with disabilities using Canva for their small business. From the point of view of an entrepreneur with low vision or limited fine motor abilities, the audience will watch as they engage with the Canva platform to design promotional materials for their company, discuss what the ability to design has done for them and their company, and promote their small business. This idea could even be translated into a long-duration story describing an owner with disability's business growth after the launch of the updated Canva platform, but this would not be possible at the initiation of the campaign.

It is crucial that the subject of the video clearly communicate that there have been changes to the Canva platform that benefit them, changes that make it easier for any user to create designs accessible to all, and that they feel recognized by the brand as a whole (assuming all statements are true). This video would mainly target the first

target audience discussed, those with disabilities who want to easily design, but with sufficient communication from the subject, the second audience, those who want to make accessible designs, would be targeted as well. As with most of Canva's promotional content, this video would mainly aim to inspire audience empathy to develop a relationship with the campaign story.

IMPLEMENTATION & RISK MITIGATION

Implementation

Similar to [Spotify's recent accessibility campaign](#), upon release (potentially on Global Accessibility Awareness Day), Canva would post specific blog pages devoted to tracking the campaign's initiatives, goals, current progress, plans, and impact; having these available capitalizes on the importance of transparency and demonstrated action in an activism campaign. In addition, audience reaction should be closely monitored and understood following the campaign's release.

Potential risks

The main potential risks Canva may face from this campaign launch are the following: (1) having a lack of internal processes reflecting accessibility and being called hypocritical (*talking about the importance of disability acceptance but not having any employees with disabilities on staff*), (2) misusing specific verbiage (*saying "disabled people" instead of the respectful, subject-first "people with disabilities"*), or (3) having aspects of the campaign be inaccessible (*releasing a video about a low vision Canva user that doesn't have closed captions, for example*). All of these issues would undermine the authenticity and integrity of the campaign and show that the brand has not properly explored the topics discussed.

Mitigation

To help prevent these issues from arising in the first place, Canva would work closely with their disability nonprofit partners, consult with those with disabilities, current users, and educators in the disability space to ensure that the campaign's messaging is inoffensive, productive, and accurate to the effort's mission. Additionally, following each content release, Canva's PR team would closely monitor media outlets using social listening to try to get ahead of any potential problems in response to the campaign as

they arise, rather than hide until it is necessary to make a public statement or apology. It's also crucial that all Canva employees who touch the project are properly trained and educated on the subject matter, the specific goals of the campaign, and the potential foreseeable risks.

If backlash were to arise for any reason, the aforementioned blog pages should be distributed to wary viewers, hopefully decreasing any misunderstanding or suspicions. However, this resistance should not be dismissed but instead understood and analyzed through the eyes of the frustrated audience member; learning where they are oriented in relation to Canva's target market, their incentives, ideals, and values, and their credibility should be researched and taken into account as the campaign first breathes to inform potential changes or updates. The team should then reevaluate the situation based on this negative feedback and take considerable time to craft a recovery or damage control plan to amend the campaign and brand image of Canva.

MONITORING & EVALUATION

By tracking the campaign's internal and external analytics in relation to the established KPI, it will be possible to understand its level of success and impact. At this stage of campaign proposal, qualitative KPIs have been established, but monitoring quantitative things like social media engagement rates, the use of accessibility settings on the new platform, and new user sign-up rates will become more important as it assimilates into Canva's typical processes. The marketing team would be able to provide these figures at a later time.

Conclusion

The Canva brand, adored by loyal users, is built on empowering all individuals to design. By establishing a campaign demonstrating disability and accessibility activism, Canva's mission will be perpetuated even further; an even larger group of people will be able to design using the platform and be given an empowered voice. By clearly and authentically communicating their goals of improving awareness and creating solutions for these issues, this campaign will allow Canva to reach new audiences, amplify their activist brand image, and have a positive social impact in the disability space.
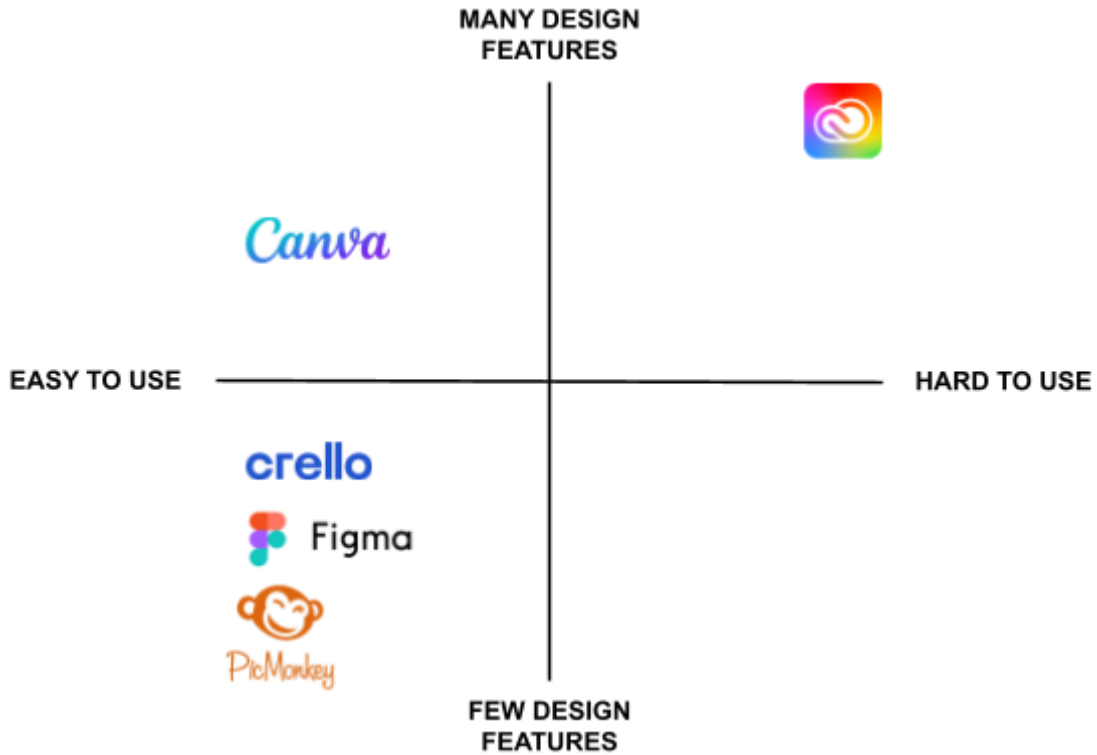
Source List

- https://heyday.xyz/blog/melanie-perkins/#:~:text=Melanie's%20original%20idea%20for%20Canva,and%20how%20to%20design%20something.%22
- https://www.canva.com/newsroom/news/canva-in-numbers-2021/
- https://www.crunchbase.com/organization/canva/company_financials
- https://www.cbinsights.com/company/canva/financials
- https://www.canva.com/pricing/
- https://www.canva.com/about/
- https://www.cnbc.com/2022/05/17/canva-disruptor-50.html
- https://www.impactplus.com/blog/how-canva-tripled-its-audience-in-less-than-a-single-year
- https://www.quora.com/Why-are-people-using-Canva
- https://www.schneiderb.com/8-reasons-why-i-love-canva/
- https://blog.appsumo.com/canva-review/
- https://www.canva.com/newsroom/news/note-canva-community/
- https://www.canva.com/newsroom/news/update-one-print-one-tree-program/
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- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7253703/#:~:text=The%20estimated%20number%20of%20visually,are%2050%20years%20and%20older.
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- https://spotify.design/article/spotify-inclusive-design-global-accessibility-awareness-day-round-up

Appendix

APPENDIX A

Positioning Map

APPENDIX B

PESTEL Analysis

| Political	- Restricted designs/verbiage in some countries
Economic	- Work increasingly done as freelance - Market growing as increased digitization/virtual working occurs
Social	- Younger demographics, activist tendencies - Designs used to broadcast/stand for social issues
Technological	- Services extremely based in digital technology
Environmental	- Increased digitization leads to more environmental consciousness
Legal	- Copyright awareness prevalent in designing

APPENDIX C

Platform Changes
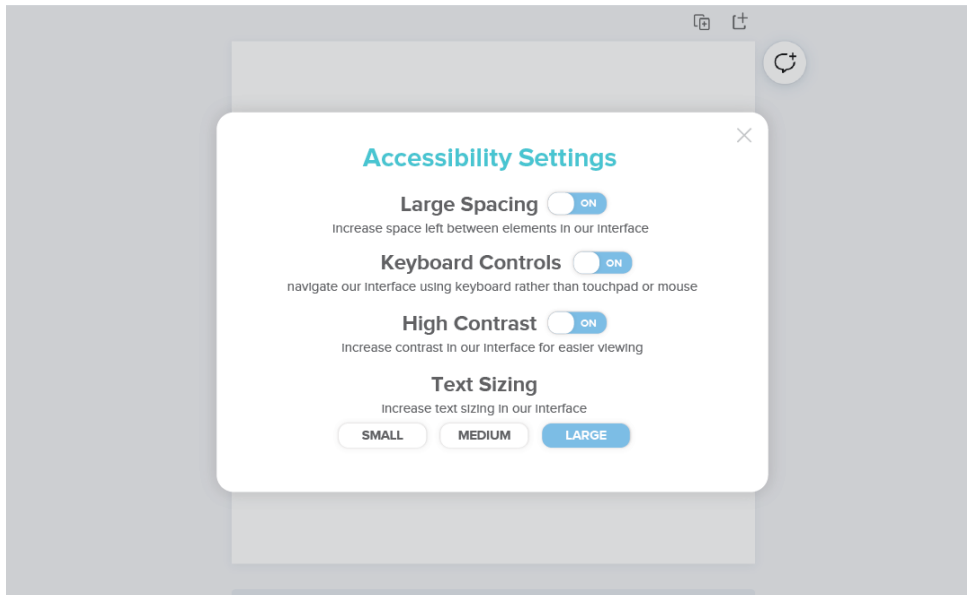
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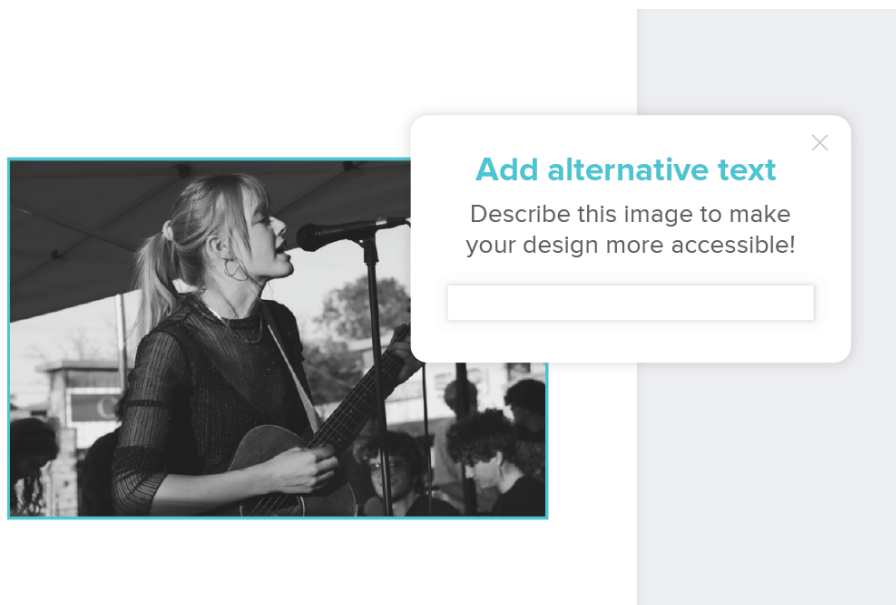
Designing for Accessibility Encouragement - Adding Alternative Text
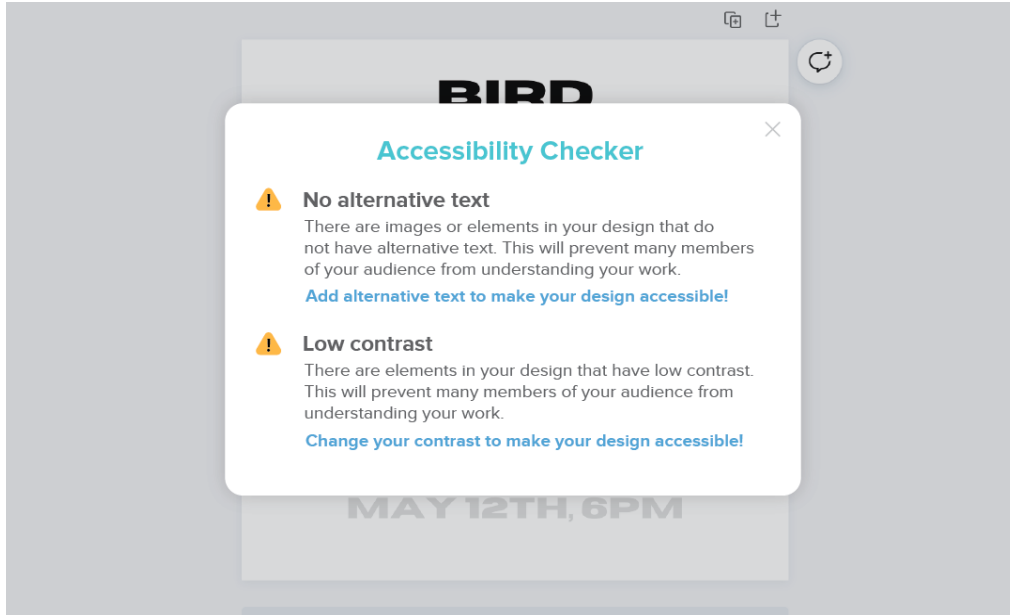
Designing for Accessibility Encouragement - Accessibility Checker
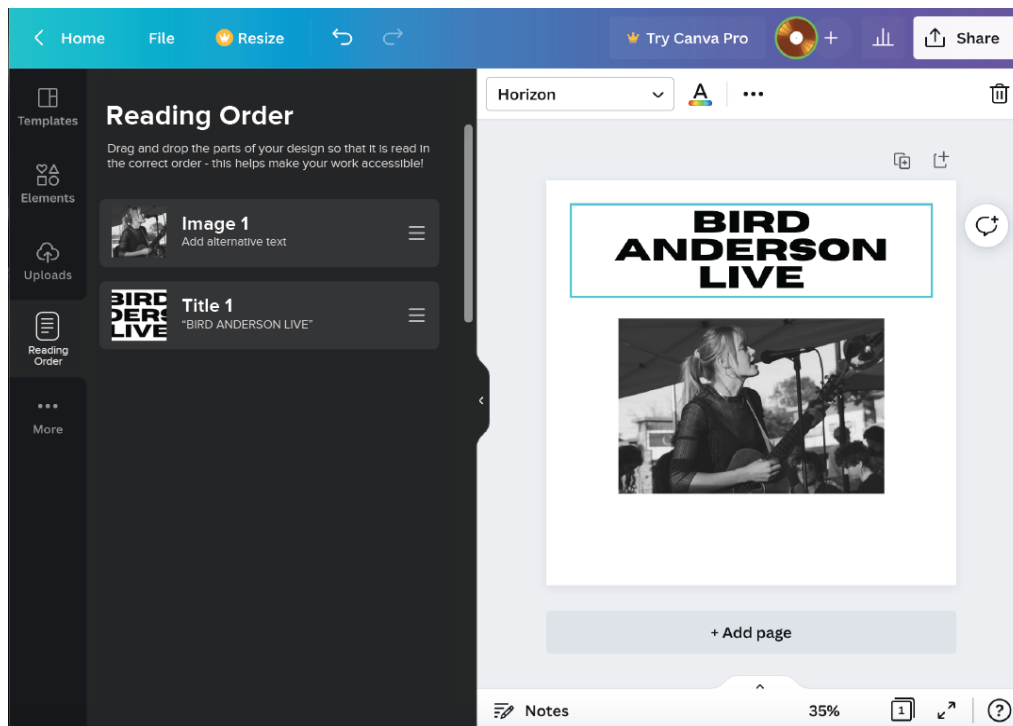
Designing for Accessibility Encouragement - Reading Order Pane

Designing for Accessibility Encouragement - Contrast Checker

Designing for Accessibility Encouragement - Accessibility Courses

APPENDIX D

Social Impact Map

EXPOSURE	DIRECT IMPACT	TRANSFOR. IMPACT	INDIRECT IMPACT
Number of people exposed to messaging	Number of people using accessibility features, attending seminars	Number of designs made by those with disabilities, accessible designs made	Increased inclusion of PWD in schools, societal expectancy of accessible design
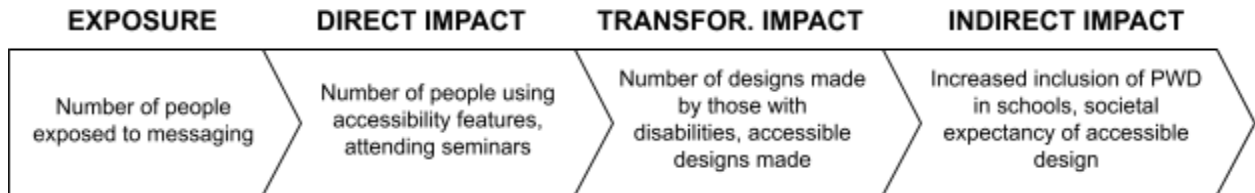
APPENDIX E

Comprehensive Outreach Ideas List

- Partnerships with nonprofits and disability organizations
- Free premium to disability nonprofits
- User-accessible courses on designing for accessibility
- Reward incentivization system; discounted premium if users engage in accessibility features/make accessible designs

APPENDIX F

Comprehensive Media Ideas List

- Web advertisement: "Easiest way to make designs that EVERYONE can love" sidebar shown on websites frequented by designers
- Web advertisement: "Make designs for EVERY customer" sidebar shown on websites frequented by small business owners
- Blog posts: highlighting small business owners with disabilities who use Canva
- Blog posts: running list of Canva's favorite accessible designs/accessible designers
- Social media static post: "Canva for ALL" to be shown to viewers with disabilities as well as a general audience
- Social media static post: "Make designs that EVERYONE can love" to be shown to current users of the platform
- Social media static post: showcase accessible designs that have been made with the new Canva features (user-submitted)

- Social media static post: feature on small business owned by someone with disabilities or benefiting disability community who uses Canva for their promotional needs
- Billboard: "Make designs that EVERYONE can love" shown in industrial cities where start-ups, technology, and younger generations are present

APPENDIX G

Static Digital Content Samples

APPENDIX H

Comprehensive Dynamic Digital Content Ideas List

- Short video: consumer story featuring a small business owner with disabilities using Canva for their small business and discussing their feelings about the platform's accessibility
    - Empathy, empowerment angle
    - Success story as business growth is shown
    - Increases awareness of small business, disability, and Canva's new campaign
- Short video: community story kids with disabilities viewing/interacting with accessible Canva designs (school flyers, worksheets, etc.), being able to understand the content, and showing excitement/joy
    - Empathy, inclusion angle
    - Heartfelt story of child being able to interact with content
    - Increases awareness of childhood disability, accessible design, and Canva's new campaign

- Short video: community story related to prior; teachers of children with accessibilities being able to create designs that their students can interact with and expressing their feelings about the platform
    - Empathy, empowerment angle
    - Success story as teacher is able to create things catered to their students' learning
    - Increases awareness of disability, disability education, accessible design, and Canva's new campaign