

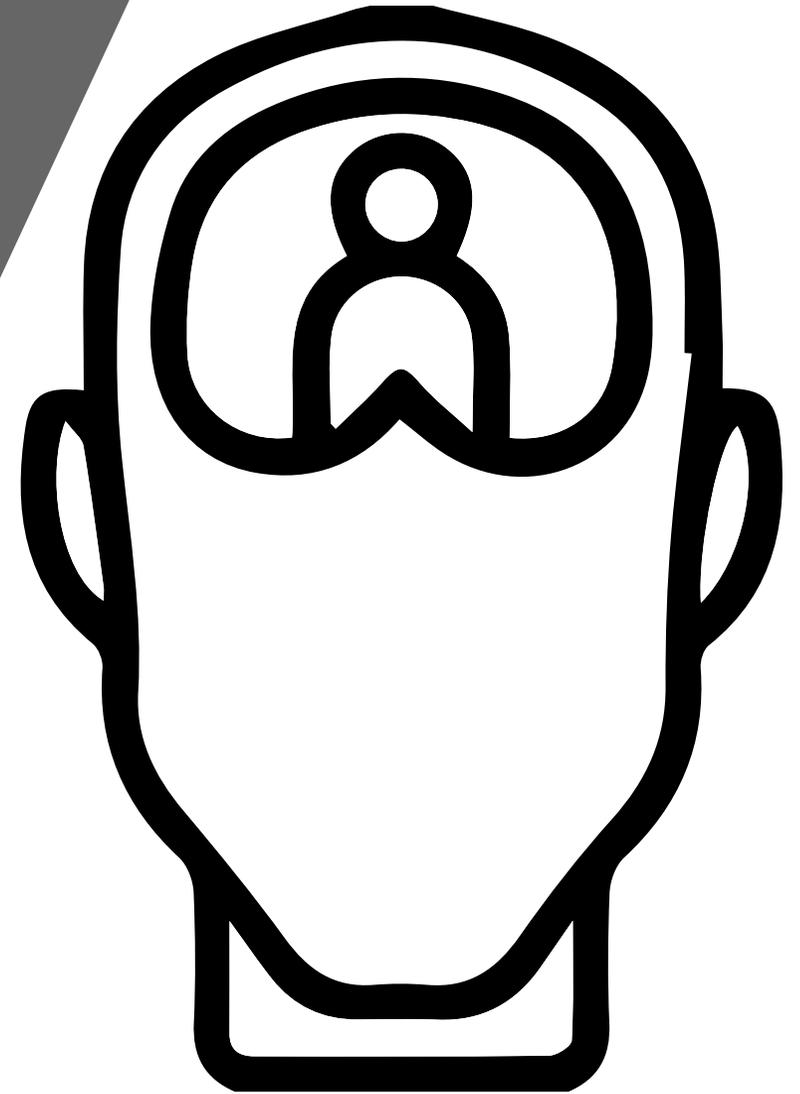
Everything starts with a spark in  
your mind if you love it you will  
go forward



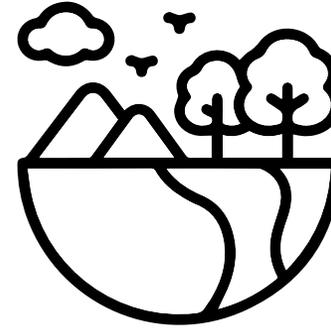
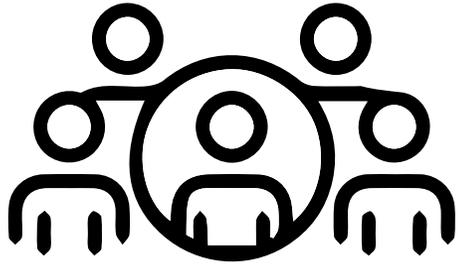
I love to create and want to encourage others to do it as well.

These days we are lost in the manufacturing world which stopped people from thinking.

They build the path based on their taste and then guide followers to follow them with a distorted mind.



Where is the missing link to be creative?

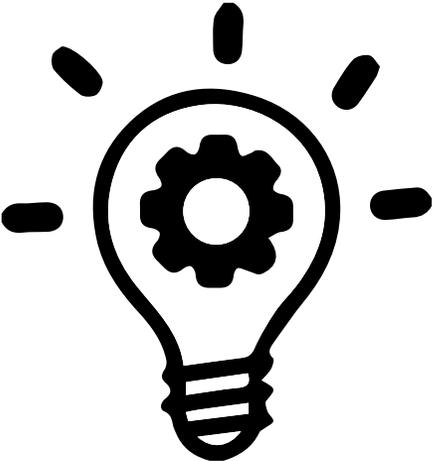


Reconciling the audience with the original source of creation. Nature and the world around us is the best option to start.



**CANVAS MODE** is a digital platform with this target but in the fashion accessories industry.

CANVAS MODE is making the bridge between informed consumers and informed fashion accessories designers.



**Concept**



**Market search**

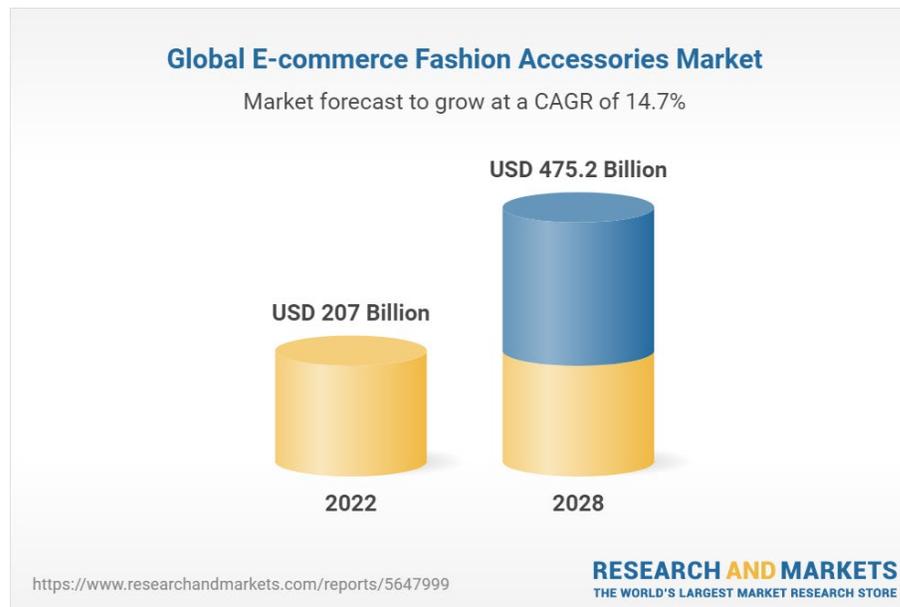


**Problem definition  
and providing  
solutions**

Sources:



[//www.verifiedmarketresearch.com/product/fashion-accessories-market/](https://www.verifiedmarketresearch.com/product/fashion-accessories-market/)



<https://www.researchandmarkets.com/reports/5647999/e-commerce-fashion-accessories-market-size-share>

Based on the published search, which is available online through a variety of sources, fashion accessories are growing fast in the market.

Canvas mode is narrowing down this market to designers who are not able to establish their own online e-commerce business based on these reasons:

1. Tight budget
2. Lack of technical knowledge
3. Short of the time

## Very famous Competitors:

1. Etsy
2. Shopify
3. Pinterest

## Advantages of CANVAS MODE:

1. Mobile base and easy to use
2. Focusing on fashion accessories specifically
3. Guidance for creating the practical content through the predefined template by providing a mandatory questionnaire file, which has to answer by users before the final online publication on the Canvas Mode

All the processes for the UX design :

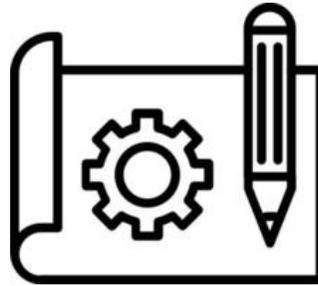
1- Survey



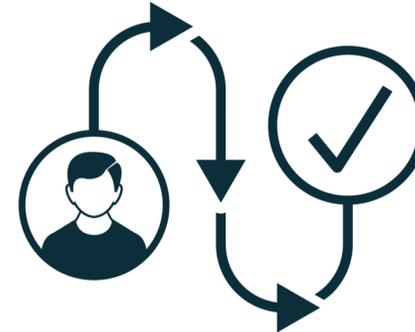
2- Persona



3- Prototype



4-5 User journey and User test



6- finalize

