Exploring Student Experiences Knowledge Communication to Canva Mobile Interface : A Qualitative Study on Second Semester Students of Boyolali University

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Abstract: The development of digital technology has changed the way students interact with learning media, including in the creation of visual content. One of the most widely used applications among students is Canva Mobile, which offers convenience in designing various academic needs practically through mobile devices. This research aims to explore the experiences of second-semester students of the Communication Science Study Program at the University of Boyolali in using the Canva Mobile interface as a supporting medium for completing academic assignments. This study uses a descriptive qualitative approach with data collection techniques through in-depth interviews and observation. Informants were selected using purposive sampling, followed by snowball sampling. The collected data were analyzed through data reduction, data presentation, and conclusion drawing. The results show that the majority of students feel comfortable and find it easy to use Canva Mobile. Its user-friendly interface, diverse features, and flexible access are the main reasons for its popularity. Canva Mobile has been proven to improve the quality of students' visual assignments and support creativity development in the field of visual communication. However, there are some obstacles, such as the limited features in the mobile version compared to the desktop version, as well as restricted access to premium elements. This study concludes that Canva Mobile is an effective, adaptive, and relevant learning medium that aligns with the needs of today's digital-native students. Students' positive experiences in using this application serve as evidence that mobile technology can be optimally integrated into higher education.
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Keywords: Canva Mobile; Student experiences; Technology

Introduction

Humans are social beings who cannot be separated from interaction and communication with each other (Hinchcliff & Mehmet, 2023). Along with the development of the times, the form and method of communication have also undergone significant transformations, especially since the advancement of digital technology has penetrated almost all aspects of life, including the world of education (Kosakoy et al., 2025; Yusuf et al., 2023). Students as part of the young generation who are tech-savvy, now utilize various digital applications to support their academic and social activities (Murniarti et al., 2023). The use of mobile-based applications is one of the main means of

supporting a dynamic and flexible learning process (Diati et al., 2025; Fadillah et al., 2025).

In the University of Boyolali environment, this development is clearly visible in student activities, especially in the Communication Science Study Program. Students in this study program are required to have good visual communication skills, because communication is not only done through words, but also through images, colors, and designs. One of the applications that is widely used to support these visual tasks is Canva Mobile, a graphic design platform designed to make it easier for users to create various visual materials via mobile devices (Pulungan et al., 2024; Rahayu & Ansori, 2025).

Ease of access, flexibility of use, and the features provided by Canva Mobile are the main reasons why this application is popular with students (Hardika et al., 2024). However, each individual's experience in using this application can vary, depending on their background, needs, and comfort with the interface design displayed. Therefore, it is important to dig deeper into how students, especially second-semester Communication Science students at Boyolali University, experience and assess their interactions with the Canva Mobile interface.

Canva is quite widespread among students, studies on user experience of this application interface are still very limited, especially those conducted in a local context such as at Boyolali University. In fact, understanding user experience can provide a more comprehensive picture of how effective an application is in supporting teaching and learning activities in higher education.

This study aims to explore in depth how second-semester Communication Science students at Boyolali University experience using Canva Mobile. With a qualitative approach, this study is expected to contribute both academically and practically, especially in efforts to develop digital learning media that are more adaptive to student needs and support Boyolali University's vision as a higher education institution that is responsive to technological change.

Method

This study employs a descriptive qualitative approach aimed at gaining an in-depth understanding of the experiences of second-semester Communication Science students at Universitas Boyolali in using the Canva Mobile interface (Riswanda & Rakhmawati, 2025). A qualitative approach was chosen because it is suitable for exploring subjective meanings perceived by the informants, especially in understanding their perceptions, habits, and interactions with the features and layout of a digital application interface.

The research was conducted within the environment of Universitas Boyolali, located at Jalan Pandanaran No. 405, Dusun 1, Winong, Boyolali District, Central Java. Data collection techniques used in this study include field observations and interviews. These techniques were essential to ensure the completeness and accuracy of the data, which are critical to describing the research object effectively.

Field observation was carried out by observing students' activities directly using an observation sheet, referring to Sugiyono (2019) who defined observation as a method of collecting data through direct observation of events, behaviors, or conditions. In this study, observations were made on how students engage in communication while using Canva Mobile. Meanwhile, in-depth interviews were conducted to explore students' experiences more thoroughly. According to Sugiyono (2019), interviews are useful when researchers seek to conduct a preliminary study or obtain deep insights from informants. The researcher used semi-structured interviews based on a prepared list of questions and recorded the responses from informants directly. The target informants were second-semester students from the Communication Science study program who had previously used Canva Mobile for academic purposes.

To select relevant participants, the study employed purposive sampling, in which informants were intentionally chosen based on specific criteria: they must be active second-semester students who have used Canva Mobile for tasks such as presentations, visual assignments, or digital communication projects. After identifying initial informants, the researcher continued with snowball sampling, where initial participants recommended other qualified students. This technique allowed the researcher to gather a broader and more varied set of data and perspectives.

Data were collected through in-depth semi-structured interviews and supported by documentation, such as examples of student designs and observed activities using Canva Mobile (Andani et al., 2025; Pedroso et al., 2023). The data analysis technique followed the model proposed by Miles and Huberman, which includes three main steps: data reduction, data display, and drawing conclusions.

In the data reduction phase, the information collected was simplified and organized to highlight essential patterns and themes. This process occurred continuously throughout the research. Data display involved presenting the data in a coherent and systematic manner, both in narrative and visual forms such as tables or diagrams, to facilitate interpretation. Finally, drawing conclusions was conducted by

summarizing key findings and relating them back to existing theories, thus offering a deep and meaningful understanding of the students' experiences with the Canva Mobile interface.

Result and Discussion

Communication Students' Experience with the Canva Mobile Interface

Based on the research findings, it was revealed that the informants chose to use the Canva Mobile application due to its ease of use, a wide range of features, access to free templates, and the flexibility to use it anytime and anywhere.

"I've been using Canva Mobile since I was in high school. I usually use it for assignments, especially those involving design, like posters or presentations. The first time I tried it, I was quite impressed because the interface was simple and the features were clear. I think Canva is really beginner-friendly. I mostly use the template feature — it's easy to just edit and go. If you ask me which version I prefer, I'd say the mobile one because it's more flexible and can be used anywhere. And yes, I would definitely recommend Canva to my friends because it's proven to be very helpful when doing assignments." — Rizki Nur Rokhim

Informant Rizki Nur Rokhim believed that Canva Mobile is very beginner-friendly due to its simple interface, which makes it easier to use. He also found that the application offers many useful features, provides access to free templates, and can be used from any location.

"When I first tried it, I was a bit confused by the features. But I still found it easy to use, especially for beginners. The features I use most are templates, text editing, and design elements. I prefer the mobile version because I can work from anywhere." — Vina Nur Farida

Informant Vina Nur Farida acknowledged that she was initially slightly confused by some of the features, but still found Canva Mobile quite easy to use, particularly for beginners. Her most frequently used features include templates, text editing, and design elements. She prefers the mobile version due to its flexibility and portability.

"The first time I tried it, I instantly liked it because the interface was clean and the features were intuitive. I think Canva is super easy to use, even for those who have never designed before. My favorite features are the templates and design elements. Personally, I prefer the mobile version because it's more practical and easy to access." — Annisa Galuh Nur Fitriani

Informant Annisa Galuh Nur Fitriani shared that she immediately liked Canva Mobile upon first use, thanks to its clean interface and intuitive features. She believes Canva is very easy to use, even for users with no prior design experience. Her favorite tools are the templates and design elements. She also prefers the mobile version for its practicality and ease of access.

"The feature I use most often is the AI feature. And yes, I would recommend Canva to my friends because I think the app is easy to use." — Kurniawan Aji Ramadhan

Informant Kurniawan Aji Ramadhan stated that the AI feature is the one he uses most frequently. He also expressed his willingness to recommend Canva to his friends because of its overall ease of use.

Based on these findings, it can be concluded that second-semester students from the Communication Studies Program at Universitas Boyolali have had a positive experience using Canva Mobile. All informants agreed that the application is easy to use, especially for beginners, due to its user-friendly interface and diverse features. The most commonly used tools include templates, design elements, text editing, and even AI features, all of which support the completion of visual assignments such as posters and presentations.

In general, Canva Mobile is perceived as a practical, effective, and supportive design tool for academic tasks (Jamaludin & Sedek, 2023; Rahma et al., 2024). The informants expressed their willingness to recommend the application to their peers because of the tangible benefits it offers in assisting their studies (Rosyidah et al., 2025).

Perception of Ease of Use of the Canva Mobile Interface

As a digital generation accustomed to interacting with technology in everyday life, Communication Science students often use various applications to support their academic activities, including completing visual-based tasks (Ishari & Wijayanti, 2025; Sillitoe, 2018). One of the popular applications used is Canva Mobile, which offers convenience in creating designs such as posters, infographics, and presentations directly through mobile devices. This study explores the experiences of second-semester students at Boyolali University with the Canva Mobile interface, focusing on how they assess the ease and convenience of the application when used in an academic context (Hutapea et al., 2024).

To understand student acceptance of Canva Mobile, this study analyzes using Perceived Ease of Use (perceived ease of use) which is part of the Technology Acceptance Model (TAM) developed by Davis (1989). With this theory as an important analytical framework in interpreting interview results, especially regarding how students perceive the Canva Mobile interface in terms of ease of navigation, feature access, and efficiency in completing tasks (Ainia et al., 2025; Oktavia, 2024). The perception of ease of use of Canva Mobile can be seen through the following indicators.

Easy to learn

The majority of informants stated that Canva Mobile is easy to learn from the first time it is used, even by users who do not have a design background. The simple interface, intuitive icons, and the availability of ready-to-use templates make it easy for students to understand the basic functions of the application (Saputra et al., 2022). This is in line with the perceived ease of use indicator from Davis (1989), namely the ease of learning the system without heavy effort. As conveyed by Daviq Khoirul Aziz,

"The first time I tried it, I was really happy because it had many features and was easy to use. In my opinion, Canva is suitable for beginners."

Controllable

In addition to being easy to learn, respondents also stated that Canva Mobile is very easy to use for various academic purposes, such as making posters, presentations, and other assignment designs. The simple interface and clearly arranged features make it easy for users to navigate and operate the application. This is in accordance with the perceived ease of use indicator according to Davis (1989), namely the ease of using the system routinely without confusion. Rizki Nur Rokhim said: *"The appearance is simple and the features are clear."* Meanwhile, Vina Nur Farida added: *"It is quite easy to use, especially for beginners."* This level of ease of operation is what encourages respondents to continue using the application in academic activities.

Clear & understandable

Most informants considered the Canva Mobile interface to be clear and easy to understand (Meisyi et al., 2023). The placement of menus, icons, and main features is designed in a structured manner so that it is not confusing when used. This allows users to understand the functions of the application without having to read the instructions in depth. Annisa Galuh said: *"The appearance is clean and the features are intuitive."*

This impression strengthens the finding that the Canva Mobile interface supports a pleasant user experience, especially for students who need efficiency.

Flexible

Canva Mobile is considered flexible because it can be used anytime and anywhere via mobile devices, without having to rely on a computer (Lathifah, 2023). This flexibility is an added value for students who have high mobility, so they can still complete assignments even though they are outside the classroom. Vina Nur Farida said, "I prefer to use the mobile version because I can do it anywhere," while Rizki Nur Rokhim added that the mobile version is more "flexible and can be used anywhere."

Easy to become skillful

Students stated that using Canva Mobile did not take long to become skilled. The more often they used it, the more proficient they became in operating the available features, without having to learn design formally. This shows that the application allows users to develop skills naturally through direct practice. Ali Furqon said, "At first it was awkward, but over time it became addictive." This statement illustrates that Canva Mobile provides an intuitive and continuous learning experience, in accordance with the perceived ease of use indicator from Davis (1989) regarding the ease of becoming proficient in using the system.

Easy to use

Canva Mobile is considered very easy to use by students, even from the first use. The available features can be accessed quickly without complicated procedures, so that users do not feel technically burdened. Fadilah Ayu stated, "Canva is highly recommended for beginners because its features are complete and easy to use." This reflects that the application can be used directly without confusion or the need for special training. In accordance with the perceived ease of use indicator from Davis (1989), ease of use in general is an important factor supporting the adoption of Canva Mobile in students' academic activities.

Conclusion

Based on the results of qualitative research conducted on second semester students of the Communication Science Study Program at Boyolali University, it can be concluded that the use of the Canva Mobile application has an important role in supporting academic activities, especially in completing visual communication design-based assignments. This application is not only used as a technical aid, but also as a means to express students' creative ideas quickly, efficiently, and flexibly.

Author Contributions
This research was supported by equal distribution of roles and contributions of all authors, because each stage was always discussed together.

Conflicts of Interest

This research, there is no tug of interest or hidden interest among the researchers. In addition, this research is also not an other from any funder because it is an independent research.

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