

## Ideation Phase

### Define the Problem Statements

Date	3 November 2023
Team ID	NM2023TMID10140
Project Name	How to create a Reel using Canva
Maximum Marks	2 Marks

#### How To Create A Reel Design Using Canva

\*Constraints:\*

- \* The reel must be vertical and under 60 seconds long.
- \* The reel must use Canva's native design elements and features.
- \* The reel must be visually appealing and consistent with your brand aesthetic.
- \* The reel must be relevant to your target audience and likely to capture their attention.

\*Success metrics:\*

- \* The reel should generate a high number of views, likes, and comments.
- \* The reel should increase brand awareness and engagement.
- \* The reel should drive traffic to your website or other online platforms.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Performance issues	Content creator	Post a video	it encounters slow loading times	It is a large file	frustrated
Subscription cost	student	Find templates for my project	There are limited free templates	The premium versions are costly	Disappointed
Version control	Professional	Work on my new project	It needs collaborative work	It has limited versions	Difficult to contribute