

## Ideation Phase

### Define the Problem Statements

Date	03 November 2023
Team ID	NM2023TMID02643
Project Name	How to create a Brand promo video using Canva.

#### Customer Problem Statement Template:

The challenge is to create a brand promotional video that effectively showcases the unique features and appeal of a new line of clothing. This video aims to capture the essence of the brand, highlight the distinctive elements of the clothing collection, and engage the audience in a way that drives interest, brand recognition, and ultimately, sales.

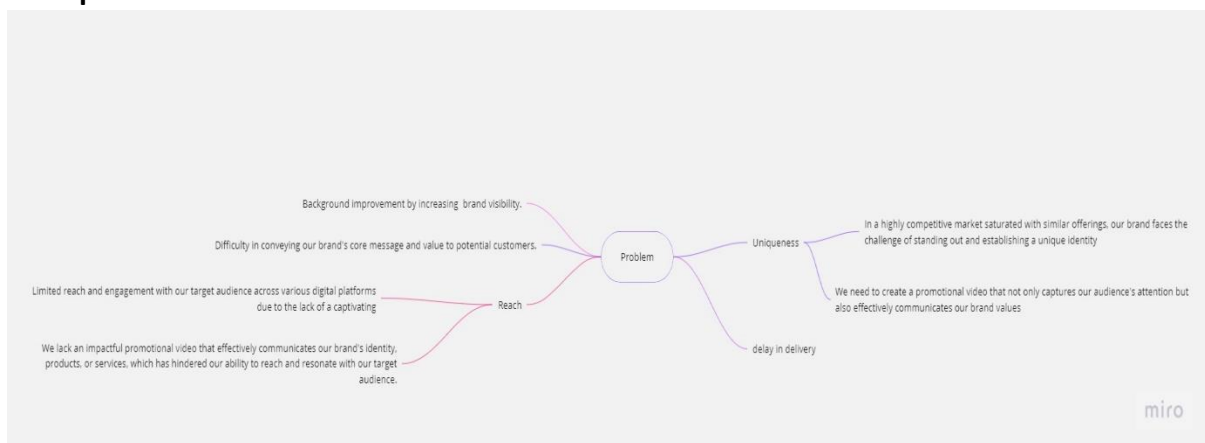
The objective is to produce a visually captivating and persuasive video that communicates the brand's identity, quality, and style while enticing the target audience to explore and purchase the showcased clothing items. The challenge involves crafting a narrative and visual representation that resonates with the brand's ethos and aligns with the preferences and aspirations of the target market, driving engagement and conversion.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: [https://miro.com/app/board/uXiVMNqa79g=](https://miro.com/app/board/uXiVMNqa79g=/)

#### Example:

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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	Buyer	Buy clothes at low cost	The Cost is high	Of high demand	Confused
PS-2	Whole sale dealer	Buy more unique clothes at best quality.	There are some defect ones	Getting in whole deal	Frustrated