

## Project Design Phase-II

### Solution Requirements

Date	02-11-2023
Team ID	NM2023TMID02643
Project Name	How To Create A Brand Promo Video Using Canva

#### Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Content Creation	Based on our Brand that we promote
FR-2	Video Editing Tool	Canva
FR-3	Social Media Platforms for brand promotion	Uploading the brand promo video in Facebook, Youtube, Instagram

#### Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	Videos provide an excellent platform for storytelling, allowing you to convey your brand's message, values, and mission in a more compelling and emotional way. You can use visuals, sound, and narration to create a narrative that resonates with your target audience.
NFR-2	<b>Security</b>	A well-produced video can build trust with your audience. It can show the human side of your brand, introduce key team members, and highlight customer testimonials, all of which contribute to building credibility. A brand promo video can include a strong call to action, encouraging viewers to take a specific step, such as visiting your website, signing up for a newsletter, or making a purchase.
NFR-3	<b>Reliability</b>	You can use brand promo videos on various platforms and in different ways, including websites, social media, email marketing, and presentations. This versatility allows you to reach your audience wherever they are
NFR-4	<b>Performance</b>	Videos tend to generate higher levels of engagement and social shares compared to other types of content. This can help increase brand visibility and reach a wider audience.

NFR-5	<b>Scalability</b>	<p>The scalability of creating promo videos often starts with your budget. High-quality videos can be expensive to produce, but there are options for a wide range of budgets. You can create simple, cost-effective videos or invest in more elaborate productions based on your financial resources. Video creation tools and templates are available that can streamline the production process. These tools can help you create videos more efficiently, making scalability easier, especially if you need to produce multiple videos with consistent branding.</p>
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