

Ideation Phase

Empathize & Discover

Date	02 November 2023
Team ID	E6E1DFAC303A3A4B69045A752716115D
Project Name	How to Create a Brand Promo Video Using Canva

Problem Statement :

- ❖ This project aims to address this issue by providing a comprehensive guide on how to create a brand promo video using Canva, an accessible and user-friendly design platform.
- ❖ Traditional video production tools can be expensive and complex, making it a challenge for these entities to effectively promote their brands.
- ❖ The goal is to empower individuals and small businesses with the knowledge and tools to produce professional-quality brand promo videos, boosting their marketing efforts and brand recognition.



Reference Link :

https://miro.com/app/board/uXjVNSpSBTU=?share_link_id=980386869851

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Empathy Map Canvas:

- ❖ An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.
- ❖ It is a useful tool to help teams better understand their users.
- ❖ Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.
- ❖ I need to make a compelling brand promo video to boost our online presence.
- ❖ Video marketing is essential for our brand, but I am not a video editing expert.

Empathy Map



Reference Link :

<https://app.mural.co/t/ece6013classroom7482/m/ece6013classroom7482/1699081286459/3893de8f7afe6dec6921c1f8405fe2cf1cac0877?sender=u61916db67365f01be1925021>

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Brainstorm and Idea Prioritization:

- ❖ Provide a step-by-step guide on creating an account and navigating the platform.
- ❖ Choosing a Template: Guide on selecting the right template for your brand.
- ❖ Customizing the Template: Demonstrating how to edit text, images, and elements to match your brand identity.
- ❖ Adding Music and Voiceovers: Explaining how to incorporate audio elements for a professional touch.
- ❖ Animations and Transitions: Covering how to add animations and transitions for visual appeal.
- ❖ Exporting and Sharing: Step-by-step instructions on exporting the video and sharing it on various platforms.
- ❖ Provide downloadable templates or resources for viewers to use during the tutorial.
- ❖ Offering suggestions for creating engaging content.

Brainstorm and Idea Prioritization

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

15 minutes to prepare
1 hour to collaborate
1-3 people recommended

Before you collaborate

A lot of preparation goes a long way with this session. Here's what you need to do to get going.

15 minutes

Team gathering

Deliver what you'll participate in the session and send links. Have relevant information or research shared.

Set the goal

Think about the problem you'll be focusing on during the brainstorming session.

Learn how to use the facilitator guide

Join the facilitator's workspace to see a helpful and productive session.

Open article

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

15 minutes

Brainstorm

Write down any ideas that come to mind that address your problem statement.

15 minutes

Group ideas

Take turns sharing your ideas while clustering similar or related ideas to group up. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

15 minutes

Prioritize

Your team should all be on the same page about which important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes

After you collaborate

You can export the results as an image or pdf to share with members of your company who might find it helpful.

Quick actions

Share the result

Share the results to the group with stakeholders to keep them in the loop about the outcome of your session.

Export the result

Export copies of the result as an PNG or PDF to share to email, cloud or disk, or save to your drive.

Keep moving forward

Strategy Blueprint

Define the components of your idea or strategy.

Open the template

Customer experience journey map

Understand customer needs, motivations, and obstacles to an experience.

Open the template

Strategy, wellness, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template

Show template history

Reference Link :

<https://app.mural.co/t/ece6013sroom9812/m/ece6013sroom9812/1699096603066/296e205c12336fdc05bd4d4f50f13a94038dc7cd?sender=u663d6c9cc6f552a471770976>

Project Design Phase-I
Proposed Solution Template

Date	02 November 2023
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Project Name	How to Create a Brand Promo Video Using Canva

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<ul style="list-style-type: none">❖ Many businesses and individuals lack the knowledge and skills to create compelling brand promo videos.❖ The project aims to address this problem by providing a comprehensive guide on using Canva to create effective brand promo videos, empowering users to boost their marketing efforts.
2.	Idea / Solution description	<ul style="list-style-type: none">❖ The solution involves creating a step-by-step tutorial and guide that educates users on using Canva, a popular design tool, to create engaging brand promo videos. It covers everything from account setup to exporting the final video.
3.	Novelty / Uniqueness	<ul style="list-style-type: none">❖ The uniqueness of this solution lies in its focus on using Canva, a widely accessible and user-friendly tool, to create brand promo videos. It simplifies the process and makes it accessible to a broad audience.

4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> ❖ Empowering businesses and individuals to create professional brand promo videos can lead to improved online marketing and branding, potentially boosting their success. ❖ Users will find value in a free and accessible resource that enhances their marketing capabilities, leading to higher satisfaction.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> ❖ The project doesn't rely on a direct revenue model, as the primary goal is to provide educational content for users. However, potential revenue streams could include affiliate marketing with Canva or offering premium templates, guides, or consulting services related to video creation for a fee.
6.	Scalability of the Solution	<ul style="list-style-type: none"> ❖ The solution is highly scalable as it is digital and can be accessed by a global audience. It can be expanded to cover advanced topics, offer additional resources, and reach a broader user base over time.

Project Design Phase-I Solution Architecture

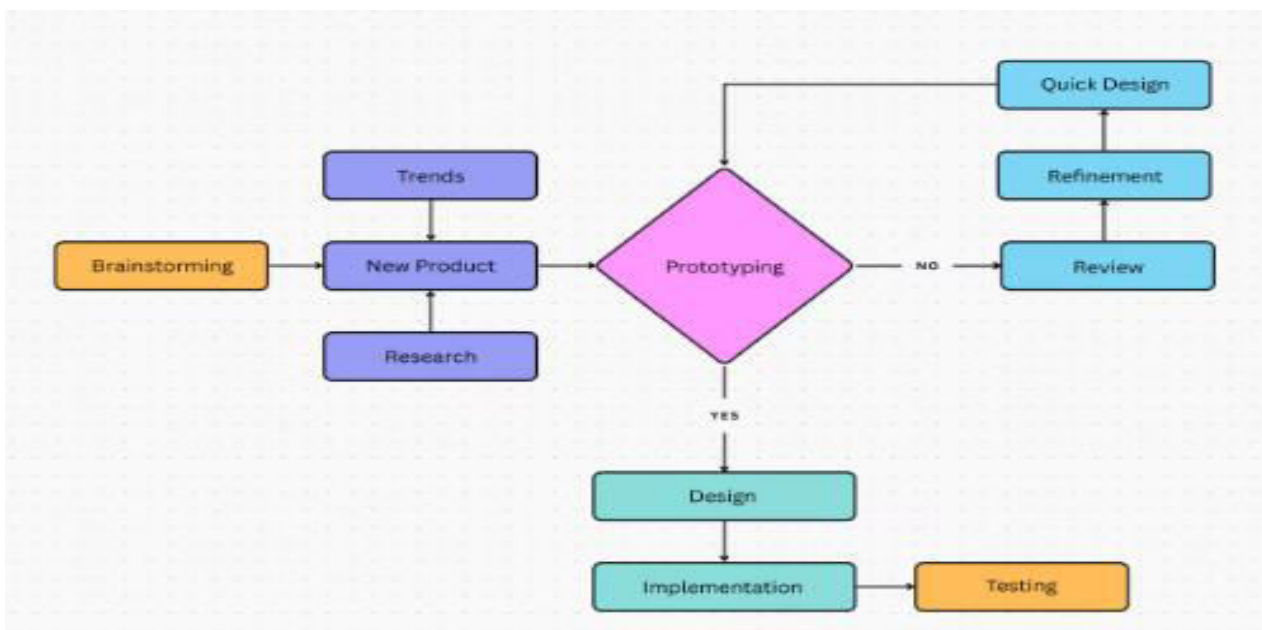
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Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between create a brand promo video using canva. It's goals are to:

- ❖ Define the specific requirements for creating a brand promo video using Canva, considering factors like the target audience, branding elements, and desired content.
- ❖ Identify and select the necessary tools and technologies to support the creation process, such as Canva for design and potentially video editing software for advanced users.
- ❖ Create a high-level design for the solution, outlining the overall structure and flow of the tutorial, including user interfaces and interaction flows.
- ❖ Develop a user-friendly and intuitive interface to guide users through the process of creating a brand promo video on Canva.
- ❖ Determine how user data will be handled, including account information and any user-generated content created within Canva.

Solution Architecture Diagram:



Reference Link :

<https://ibb.co/bPHxVfz>

Project Design Phase-||

Determine The Requirements (Customer Journey Maps)

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S.NO	STEP	DESCRIPTION
1.	Define Your Audience	❖ Determine your target audience for the tutorial. Are you catering to beginners, small businesses, marketing professionals, or a specific industry Understanding your audience is crucial for creating tailored content.
2.	Identify Customer Journey Stages	❖ Map out the typical stages users go through when learning to create brand promo videos using Canva. This could include awareness, consideration, decision-making, and post-purchase stages.
3.	Set Clear Goals	❖ Define specific goals for each customer journey stage. What do you want users to achieve or learn at each step of their journey Clear objectives guide your content creation.
4.	Content Mapping	❖ Plan the content for each stage of the customer journey. What resources, guides, and information will you

		provide to assist users in creating their brand promo video
5.	Create a Value Proposition	❖ Craft a compelling value proposition to attract and retain users. Highlight what sets your project apart and the benefits users will gain from it.
6.	Design the Landing Page	❖ Create a user-friendly landing page where users can access your tutorial. The design should be visually appealing and straightforward.
7.	Personalization	❖ Implement personalization features to tailor content or recommendations to users' needs and preferences, enhancing the user experience.
8.	Testimonials and Reviews	❖ Showcase testimonials and reviews from users who have successfully created brand promo videos using your tutorial. This builds trust and credibility.
9.	A/B Testing	❖ ❖ Continuously conduct A/B testing to optimize the user journey, content, and design based on real user feedback and preferences.
10.	Analytics and Tracking	❖ Implement analytics tools to monitor user behavior, track engagement, and gather insights into how users interact with your project.
11.	Progressive Profiling	❖ Gradually collect more information about users as they progress through their journey. This data can help personalize their experience and

		provide more relevant content.
12.	Follow-Up	❖ Develop a follow-up strategy to engage with users after they've completed the tutorial. This can include email campaigns or additional resources.
13.	Iteration	❖ Continually assess the customer journey and iterate on your project to improve user satisfaction and achievement of goals.
14.	SEO Optimization	❖ Optimize your content for search engines (SEO) to ensure that your project is discoverable and reaches a wider audience.
15.	Mobile Optimization	❖ Ensure that your project is fully optimized for mobile devices to accommodate users who access your content via smartphones and tablets.

Project design phase-||

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

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S.NO	Requirement Type	Requirement Description
	Functional Requirements	
1.	Goal and Objectives	❖ creating a brand promo video using Canva, enhancing their marketing skills, or improving their brand's online presence.
2.	Content Elements	❖ Specify the content elements that will be included in the tutorial. This could encompass video demonstrations, written guides, step-by-step instructions, templates, and any other educational materials necessary for users to learn and succeed.
3.	Call to Action (CTA)	❖ Determine the CTAs that will guide users through their journey. CTAs could encourage users to start their video project, request additional resources, sign up for newsletters, or share their creations on social media.
4.	Mobile Responsiveness	❖ Ensure that your project and its content are fully optimized for mobile devices. Users should have a seamless experience, whether they access the tutorial from a computer, tablet, or smartphone.
5.	Integrations	❖ Identify any third-party tools or integrations that will be used to enhance the user experience. This may include integrating Canva's design features or analytics tools for tracking user engagement.
6.	A/B Testing	❖ Implement A/B testing capabilities to continuously refine and improve the tutorial. This includes testing different content formats, layouts, or CTAs to

		optimize the user journey based on user feedback and performance data.
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S.NO	Operational Requirements	
1.	Content Management	❖ Describe how content will be managed, updated, and organized within the project. This includes content creation, editing, and publication processes.
2.	User Access and Permissions	❖ Define access levels and permissions for users and team members who will be involved in content management, ensuring that appropriate individuals have the necessary permissions.
3.	Workflow and Approval	❖ Establish a workflow for content creation, review, and approval. This process ensures the quality and accuracy of the tutorial's content.
4.	Maintenance Schedule	❖ Outline a maintenance schedule for updates, bug fixes, and content additions to keep the project current and relevant.
5.	Content Strategy	❖ Develop a content strategy that includes a plan for the creation and curation of educational content for the tutorial.
6.	Content Management	❖ This requirement is duplicated in the list. You may want to clarify or provide additional details related to content management.

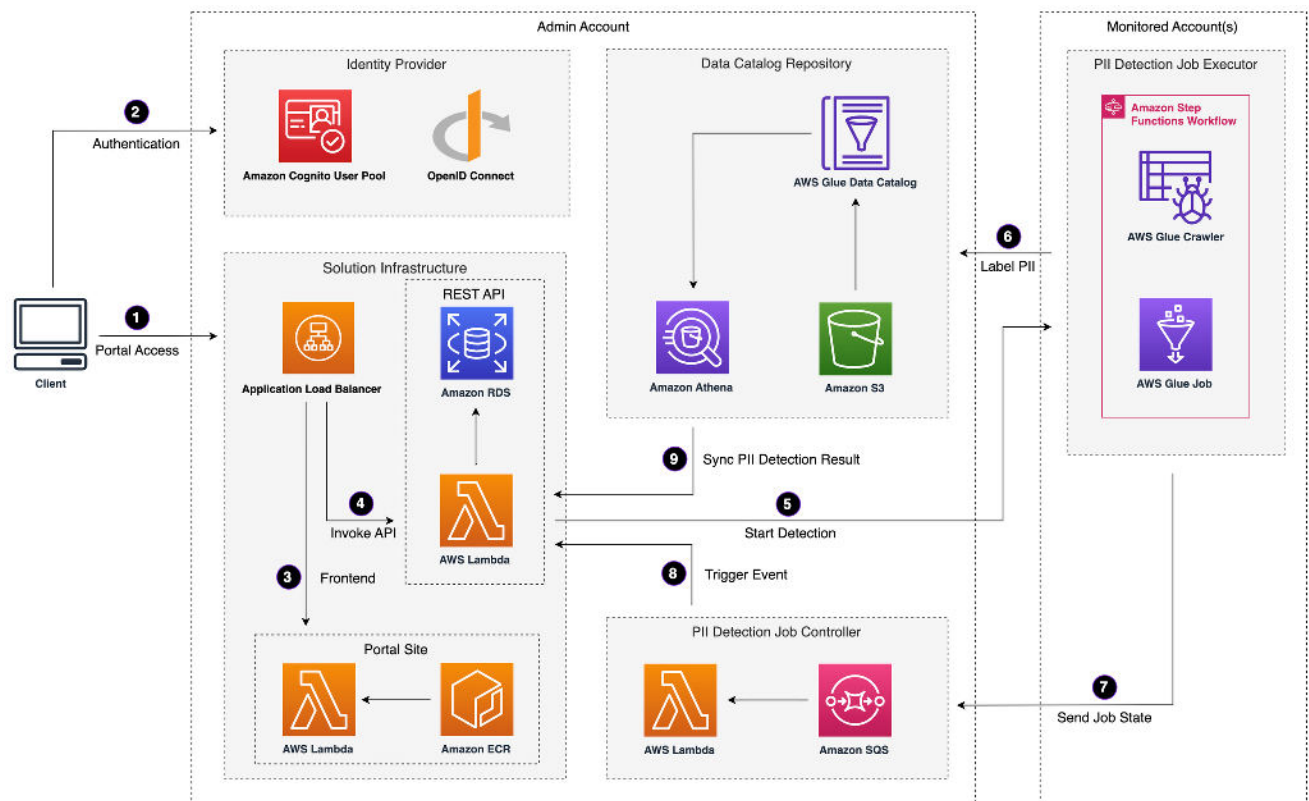
S.NO	Technical Requirements	
1.	Hosting and Domain	❖ Secure a reliable hosting service and domain name for your project's website or platform. Ensure that it can handle your expected traffic and offers robust uptime and performance.
2.	Page Design and Layout	❖ Design and layout of the web pages should be visually appealing, user-friendly, and responsive to different screen sizes and devices. Ensure a clear and intuitive navigation structure for easy access to content.
3.	HubSpot Modules/Templates	❖ If you're using HubSpot, implement the

		necessary modules and templates to support your landing page and content delivery. Ensure that they align with your project's branding and user experience.
4.	Forms and Data Collection	❖ Create forms for user registration, feedback, and data collection. Ensure that these forms are user-friendly and comply with data protection regulations. Integrate them seamlessly into the user journey.
5.	SEO and Analytics	❖ Implement Search Engine Optimization (SEO) techniques to improve the discoverability of your project. Use tools like Google Analytics to track user behavior and engagement, allowing you to make data-driven decisions for improvements.
6.	Security and Compliance	❖ Prioritize security to protect user data and your project from potential threats. Ensure that the platform complies with relevant data protection and privacy regulations, such as GDPR or CCPA. Regularly update security measures to address emerging threats and vulnerabilities.

Project Design Phase-II

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Technical Architecture:



Project Design Phase-||

OPEN SOURCE FRAMEWORKS

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Blender:

Blender is a powerful open-source 3D modeling and animation software that can be used for creating animations and visual effects for your promo video.

Shotcut:

Shotcut is an open-source video editing software that allows you to edit and enhance your video content.

OpenShot:

OpenShot is another open-source video editing tool with a user-friendly interface, making it suitable for beginners.

Kdenlive:

Kdenlive is a robust video editing application for Linux that offers many advanced features.

Inkscape:

If you need vector graphics for your video, Inkscape is an open-source vector graphics editor that can help create logos and other visual elements.

Inkscape:

If you need vector graphics for your video, Inkscape is an open-source vector graphics editor that can help create logos and other visual elements.

Audacity:

For audio editing and enhancing, Audacity is an open-source audio software that's widely used.

GIMP:

The GNU Image Manipulation Program (GIMP) is a powerful open-source image editing tool that can be useful for editing and enhancing images used in your video.

Project Design Phase-||

Third-Party API's

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- 1. Define Objectives:** Determine what you want to achieve with the API integration. Are you looking for social media sharing, dynamic content, real-time data, or any other specific functionality?
- 2. Research APIs:** Identify third-party APIs that offer the features you need. Popular options include social media APIs (e.g., Facebook, Twitter), mapping APIs (e.g., Google Maps), or data APIs (e.g., weather data).
- 3. Check Documentation:** Review the API documentation to understand how to use it and any limitations or costs associated with it.
- 4. Test Integration:** Create a prototype or proof of concept to test the API integration and ensure it works as expected.
- 5. Ensure Compatibility:** Ensure that the chosen APIs are compatible with your video production tools and platforms.

- 6. Data Privacy and Security: Consider data privacy and security implications when integrating third-party APIs. Ensure compliance with relevant regulations.**
- 7. Cost Analysis: Be aware of any associated costs, such as API usage fees, and factor these into your project budget.**
- 8. Backup Plans: Have backup plans in case an API becomes unavailable or experiences issues during your project.**

Project Design Phase-||

CLOUD DEPLOYMENT

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- **Public Cloud:** You can utilize public cloud platforms like Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform (GCP). This allows for scalability, flexibility, and cost-effectiveness, as you only pay for the resources you use.
- **Private Cloud:** If you require more control and customization, you can establish a private cloud using platforms like VMware or OpenStack. This is ideal for businesses with specific security and compliance needs.
- **Hybrid Cloud:** A hybrid cloud setup combines both public and private cloud environments. It offers the flexibility to run workloads in the most suitable environment, which can be advantageous for seasonal fluctuations in demand.
- **Cloud Service Models:** You can choose between Infrastructure as a Service (IaaS), Platform as a Service (PaaS), or Software as a Service (SaaS). For instance, you might use IaaS for hosting your e-commerce platform and PaaS for your website CMS.
- **Serverless Computing:** Consider serverless platforms like AWS Lambda or Azure Functions for specific functions that can be executed without managing servers, which can reduce operational overhead.
- **Content Delivery Networks (CDNs):** Implement CDNs to ensure fast and reliable content delivery to users across the globe. Cloud providers offer CDN services, or you can use third-party CDNs like Cloudflare.
- **Database Services:** Consider managed database services like Amazon RDS, Azure SQL Database, or Google Cloud SQL for secure and scalable data storage.

- **Security and Compliance:** Leverage cloud security features and compliance certifications offered by your chosen cloud provider. Implement encryption, access controls, and regular security audits.

Project Development Phase

No. Of Functional Features Included In The Solution

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Video Editing Tools:

Include a comprehensive set of video editing tools for trimming, cutting, merging, and rearranging video clips. These tools should allow for precise control over the timing and sequence of video elements.

Visual Effects and Transitions:

Provide a library of visual effects, transitions, and filters to enhance the video's aesthetics. Users should be able to easily apply effects like fades, color grading, and motion graphics.

Text and Titles:

Offer the capability to add text overlays and titles to the video. This should include options for customizing fonts, sizes, colors, and animations.

Audio Editing:

Enable users to edit audio tracks, adjust volume, add background music, and synchronize audio with video. This is crucial for creating engaging and impactful soundscapes.

Media Asset Integration:

Allow users to import images, videos, and audio files. Ensure compatibility with various media formats and provide tools for managing and organizing these assets within the project.

Timeline and Layering:

Implement a timeline view with layering capabilities to control the positioning of video and audio tracks. This enables complex and precise video composition.

Templates and Themes:

Offer pre-designed templates and themes that simplify the video creation process. Users can customize these templates to align with their brand's style.

Export Options:

Provide a variety of export settings for different platforms and resolutions, including options for social media, websites, and presentations.

Collaboration and Sharing:

Enable collaboration by allowing multiple users to work on the same project simultaneously. Implement sharing features to easily distribute the final video to various platforms and audiences.

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Code Layout Readability & Reusability:

Storyboarding: Incorporate a feature that allows users to create and visualize the video's storyboard. This helps in planning the sequence of scenes, transitions, and effects.

Branding Elements: Provide tools for users to easily add and customize branding elements such as logos, brand colors, and slogans.

Templates and Presets: Include pre-designed templates and presets that align with different industries or styles to streamline the video creation process.

Text-to-Speech Integration: Offer a feature that converts text to speech, enabling users to add voiceovers to their videos without recording their own audio.

AI-Powered Suggestions: Implement AI algorithms to suggest relevant stock footage, images, or music based on the video's theme and content.

Export to Multiple Formats: Ensure users can export their promo videos in various formats suitable for different platforms, such as social media, websites, or presentations.





Project Development Phase-||

**Utilization Of Algorithms, Dynamic Programming, Optimal
Memory Utilization**

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Video Compression Algorithms:

Implement video compression algorithms like H.264 or H.265 to reduce the size of video files without significant loss in quality. This ensures optimal memory usage and faster loading times for video assets.

Image and Audio Compression:

Apply image and audio compression techniques to reduce the memory footprint of media assets used in the video, without compromising visual or audio quality.

Optimized Rendering Algorithms:

Develop rendering algorithms that efficiently process video effects and transitions, reducing the computational load and memory requirements during video rendering.

Dynamic Programming for Video Editing:

Utilize dynamic programming for optimal sequencing and arrangement of video clips, effects, and transitions to minimize memory consumption during video editing.

Memory Buffers for Frame Processing:

Implement memory buffers to store frames temporarily during video processing, which can be reused to reduce the need for excessive memory allocation and deallocation.

Memory Pools:

Employ memory pools to efficiently manage memory allocation and deallocation, reducing overhead associated with dynamic memory management.

Cache Optimization:

Optimize caching strategies to store frequently accessed data, such as video frames or pre-rendered effects, in memory, reducing the need for repeated disk access

Project Development Phase-||

Debugging & Traceability

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Debugging for Brand Promo Video Creation:

Identifying Issues:

When creating a brand promo video, you may encounter issues like audio/video synchronization problems, rendering errors, or unexpected visual glitches. Identify these issues by thoroughly testing your video at different stages of production.

Debugging Tools:

Use video editing software with built-in debugging tools to pinpoint and address issues. These tools may include error logs, timeline inspection, and frame-by-frame analysis.

Iterative Testing:

Debugging often involves an iterative testing process. Make incremental changes to your video, and after each change, review the video to ensure that the issue is resolved or improved.

Collaborative Debugging:

If multiple team members are involved in video creation, establish clear communication and a process for collaborative debugging. This might involve sharing project files and annotations to highlight issues.

Traceability for Brand Promo Video Creation:

Version Control:

Use version control systems or project management tools to track changes to your video project. This allows you to see who made modifications, when they were made, and what changes were implemented.

Asset Management:

Maintain a well-organized file structure for media assets, project files, and resources related to your brand promo video. Use consistent naming conventions to make it easier to find and manage assets.

Documentation:

Create documentation that tracks the project's progress. Include information about script versions, shot lists, and any significant decisions made during the video creation process.

Collaboration History:

Maintain a log of discussions, decisions, and feedback from team members and stakeholders. This can help with traceability and understanding the reasoning behind certain creative choices.

Project Development Phase

Exception Handling

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- **File Loading Errors:**

If you're working with various media files (images, videos, audio), use exception handling to check for and handle errors when loading these files. For instance, if an image or video file is missing or corrupted, you can catch the corresponding exceptions and provide informative error messages to the user.

- **Video Editing Errors:**

During video editing, exceptions can occur when applying effects, transitions, or other modifications. Handle these exceptions to ensure that the application doesn't crash and provide feedback to the user about the issue.

- **Resource Management:**

Exception handling can be used to manage resources like memory and files. For example, if the video editing software runs out of available memory, you can catch memory-related exceptions and display a message indicating that the user should free up memory or close other applications.

- **External Service Errors:**

If your video creation process involves connecting to external services or APIs for content or data, handle exceptions that may arise due to network issues or service unavailability.

Provide informative messages or retry mechanisms when appropriate.

- **Rendering Errors:**

Video rendering can be resource-intensive, and exceptions related to rendering errors or limitations (e.g., low disk space) should be handled gracefully to prevent data loss or application crashes.

Performance and Final Submission Phase

Model Performance Metrics

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PARAMETER	SCREENSHOT
Output	 <p>https://www.canva.com/design/DAFym-2abQk/zBmVbnhoJ1YNk0lGOoOPw/edit?utm_content=DAFym-2abQk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton</p>