

## Ideation Phase

### Empathize & Discover

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

### 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

[illegible]

**Reference Link :**

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