Project design phase-||

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

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

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.

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.