

## **PROJECT DESIGN PHASE-I**

### **Proposed solution**

<b>Date</b>	4 November2023
<b>Team ID</b>	NM2023TMID10148
<b>Project Name</b>	How to create a Brand Promo Video using Canva.

### **Proposed solution template:**

<b>S.No</b>	<b>Parameter</b>	<b>Description</b>
<b>1</b>	Problem Statement (Problem to be solved)	The task at hand is to produce an engaging and visually appealing promotional video for a specific brand or business using Canva, a popular online design and video editing platform.
<b>2</b>	Idea / Solution description	<b>Storyboard Creation:</b> Start by outlining the key points you want to highlight in your promo video. Determine the storyline, key messages, and the visual sequence of your video. <b>Gather Brand Assets:</b> Collect all the necessary brand assets, including your logo, brand colors, fonts, images, and video clips that represent your

		brand's identity and products/services.
<b>3</b>	Novelty / Uniqueness	<p>Unleash the power of your brand's story with a one-of-a-kind promotional video using Canva's dynamic features. Our approach focuses on weaving a visual narrative that resonates with audiences on a deeper level.</p> <p>Through a meticulous blend of captivating visuals, seamless design elements, and compelling storytelling, we create a bespoke video experience that encapsulates the very essence of your brand.</p>
<b>4</b>	Social Impact / Customer Satisfaction	<p>Our approach to crafting a brand promo video using Canva is deeply rooted in ensuring an experience that leaves your customers not just informed, but delighted and engaged. We begin by understanding your brand's unique value proposition and the key messages you wish to convey. Using Canva's versatile tools and extensive library of visuals, we meticulously design a video that</p>

		speaks directly to your audience's needs, desires, and emotions.
5	Business Model (Revenue Model)	<p><b>Service-Based Pricing:</b> The primary source of revenue comes from offering video creation services using Canva. The pricing structure may vary based on the complexity of the video, its duration, customization level, and additional services provided.</p>
6	Scalability of the Solution	<p><b>Efficient Workflow Standardization:</b> Establishing standardized workflows for video creation using Canva allows for efficient and consistent production. Templates, predefined styles, and standardized procedures streamline the process, enabling rapid scaling.</p> <p><b>Template Utilization:</b> Canva provides a vast library of customizable templates. Using these templates for various types of brand promos ensures scalability. Repurposing templates</p>

		with minor adjustments significantly reduce production time, allowing for the creation of numerous videos in a shorter period.
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