

IDEATION PHASE

Defining the Problem Statement

While Canva has undoubtedly simplified the process of creating brand promo videos with its user-friendly platform and extensive library of templates and elements, several challenges and concerns may still arise:

1.Limited Customization for Advanced Users:

- Advanced designers might find Canva's features limiting in terms of fine-tuning and customization. The platform's simplicity could potentially restrict creative freedom for those seeking more intricate design elements.

2.Brand Originality and Uniqueness:

- As Canva provides templates that are accessible to millions of users, there is a risk of multiple brands using similar designs. This could compromise the originality and uniqueness of a brand's message, making it harder for businesses to stand out in a crowded digital space.

3.Overused Templates and Elements:

- Canva's popularity might lead to the overuse of certain templates and elements. If a specific template becomes widely adopted, it could dilute the impact of a brand's message, as audiences may associate the design with multiple entities.

4.File Export and Compatibility Issues:

- Users might face challenges when exporting their Canva-created videos for use on various platforms or in different file formats. Compatibility issues could arise, impacting the seamless integration of the brand promo video across marketing channels.

5.Learning Curve for Beginners:

- While Canva is user-friendly, beginners may still encounter a learning curve when navigating the platform's features. A comprehensive tutorial or onboarding process may be necessary to ensure users can make the most of Canva's capabilities.

6.Limited Animation Options:

- While Canva offers animations, users might find the range of options limited compared to more specialized video editing tools. This limitation could affect the ability to create highly dynamic and sophisticated animations in brand promo videos.

7. Dependency on Internet Connectivity:

- Canva is an online platform, and users need a stable internet connection to access and use its features. This dependency on internet connectivity might pose challenges, especially for users in areas with unreliable or slow internet connections.

8. Subscription Costs for Premium Features:

- While Canva offers a free version, some advanced features and templates may only be accessible through a paid subscription. Small businesses or individuals with budget constraints may find this limitation challenging.

9. Data Security Concerns:

- Users creating brand promo videos may have concerns about the security of their data and intellectual property on an online platform. Ensuring that sensitive information is adequately protected is crucial for businesses of all sizes.

10. Integration with Other Marketing Tools:

- Seamless integration with other marketing tools and platforms is essential for an effective marketing strategy. Users might encounter difficulties in integrating Canva-generated content with their broader marketing initiatives.

Addressing these challenges will be essential for businesses looking to leverage Canva for creating powerful brand promo videos while ensuring their content remains unique, professional, and aligned with their overall marketing strategy.