

Requirements (Customer Journey Maps)

User Registration and Login:

Users should be able to register for a Canva account or log in if they already have one.

Dashboard and Templates:

After logging in, users should be able to access a dashboard that provides access to promo video design templates or the option to create a design from scratch.

Design Creation:

Users need the ability to select a reel design template or start from a blank canvas. Users should be able to add images, videos, text, and other elements to their promo video design.

Editing and Customization:

Users should have tools for editing and customizing elements within the design, such as resizing, rotating, and adding filters. Text elements should be fully customizable, including font, color, size, and style.

Media Library:

Canva should provide access to a media library where users can upload and manage their images and videos.

Collaboration (Optional):

Users may want the ability to collaborate with others on the same design Project.

Preview and Save:

Users should be able to preview their reel design before finalizing it.

The option to save the design for later editing is crucial.

Export and Sharing:

Users should be able to export the design in the required format (e.g., MP4) and share it on social media platforms, download it, or send it to others.

Requirement Analysis

Functional Requirements:

User Registration and Login:

Functional: User account creation and authentication.

Operational: Users can register using their email or social media accounts.

Technical: Secure user authentication and account management.

Dashboard and Templates:

Functional: Provide access to design templates.

Operational: Display templates categorized by themes.

Technical: Template database and search functionality.

Design Creation:

Functional: Create and edit designs.

Operational: Drag-and-drop interface for adding elements.

Technical: Canvas rendering and element management.

Media Library:

Functional: Manage user-uploaded media.

Operational: Upload, organize, and delete images and videos.

Technical: Media storage and retrieval system.

Collaboration (Optional):

Functional: Real-time collaboration on designs.

Operational: Invite and collaborate with team members.

Technical: Real-time collaboration tools and version control.

Preview and Save:

Functional: Preview and save designs.

Operational: Provide a preview window and save options.

Technical: Rendering and file-saving mechanisms.

Flowchart

