CUSTOMER JOURNEY MAPS - REQUIREMENTS

Awareness

• Event organizers from various niches recognize the importance of captivating promo videos to showcase their services.

Consideration

• Event organizers explore online platforms for video creation tailored to their specific event types.

Decision

• They discover your platform and evaluate its suitability for creating promo videos for a wide range of events.

Usage

- Event organizers create accounts, start new projects for weddings, birthday parties, dinner parties, etc.
- They customize videos with event-specific elements, templates, and themes.
- Incorporate event highlights, client testimonials, and unique features.

Satisfaction

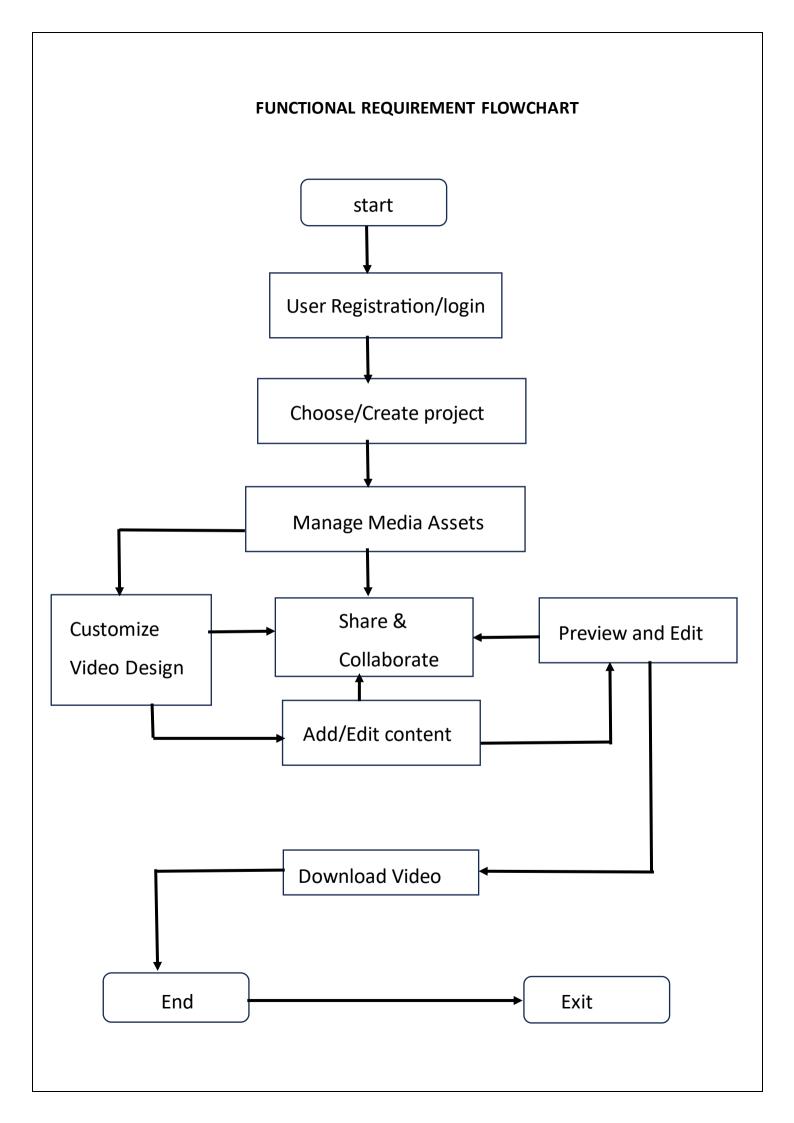
- Event organizers download the videos and promote them through websites, social media, and event planning networks.
- Receive positive feedback and inquiries from potential clients, leading to increased bookings across event types.

Retention and Advocacy

- They continue to use the platform for ongoing and new projects in various event categories.
- Recommend the platform to other event organizers, emphasizing its effectiveness in creating engaging promo videos.

FUNCTIONAL REQUIREMENTS

FR.NO	FUNCTIONAL	SUB REQUIREMENT(STORY/SUB-TASK)
	REQUIREMENT(EPICS)	
FR 1	User Account Management	1.1 User registration and profile creation.
		1.2 User login and authentication.
FR 2	Project Management	2.1 Start a new video project.
		2.2 Save, update, and delete video projects.
		2.3 Project sharing and collaboration.
FR 3	Media Asset Management	3.1 Upload and manage user-owned media
		assets.
		3.2 Integration with stock media libraries.
FR 4	Video Creation Tools	4.1 Access Canva's design capabilities for
		video customization.
		4.2 Template selection and customization.
FR 5	Video Editing and Composition	5.1 Add text, graphics, animations, and
		transitions to the video.
		5.2 Incorporate media assets and audio.
FR 6	Preview and Editing	6.1 Real-time video preview.
		6.2 Editing options for finer adjustments
FR 7	Download and Export	7.1 Download the final video in various formats
		and resolutions.
FR 8	User Support and Help	8.1 Access to user guides and tutorials.
		8.2 Customer support and feedback
		mechanisms.
FR 9	Payment and Subscription	9.1 Subscription and billing options for
	Management	premium features.



TECHNICAL ARCHITECTURE

System Architecture for Advertisement

