Ideation Phase

Define the Problem Statements

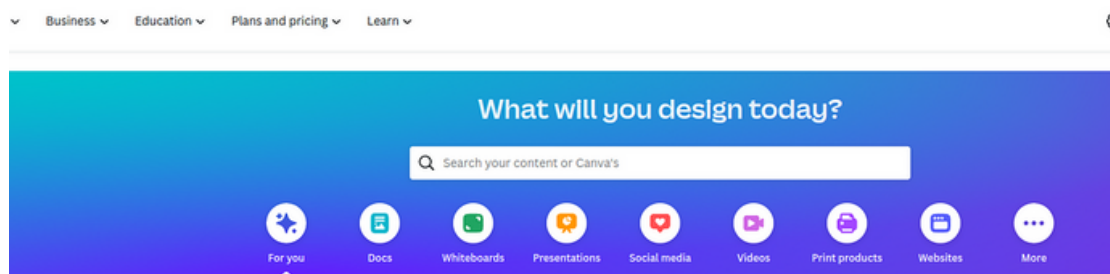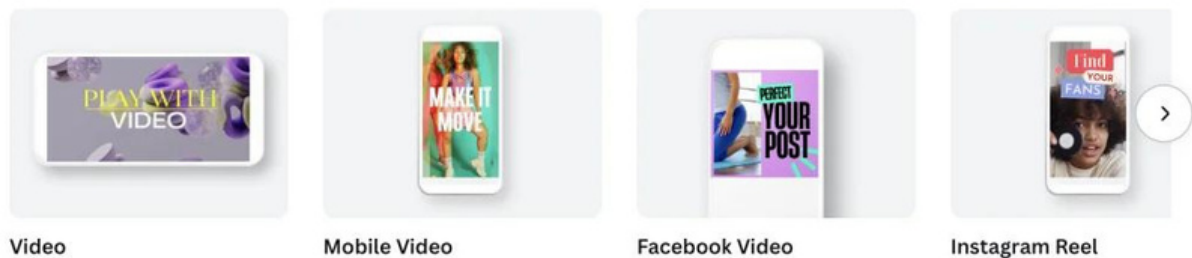| Date	06 oct 2023
Project name	How to create reels design using canva

Customer Problem Statement Template:

Define your objectives: Determine what specific information you want to gather from customers regarding their digital marketing problems.
Identify the target audience: Decide which type of customers or businesses you want to interview.
Create a list of questions: Prepare a set of open-ended questions to elicit detailed responses.
Schedule visits: Contact the selected customers and set up appointments for the interviews.

Ideation Phase

Define the Problem Statements

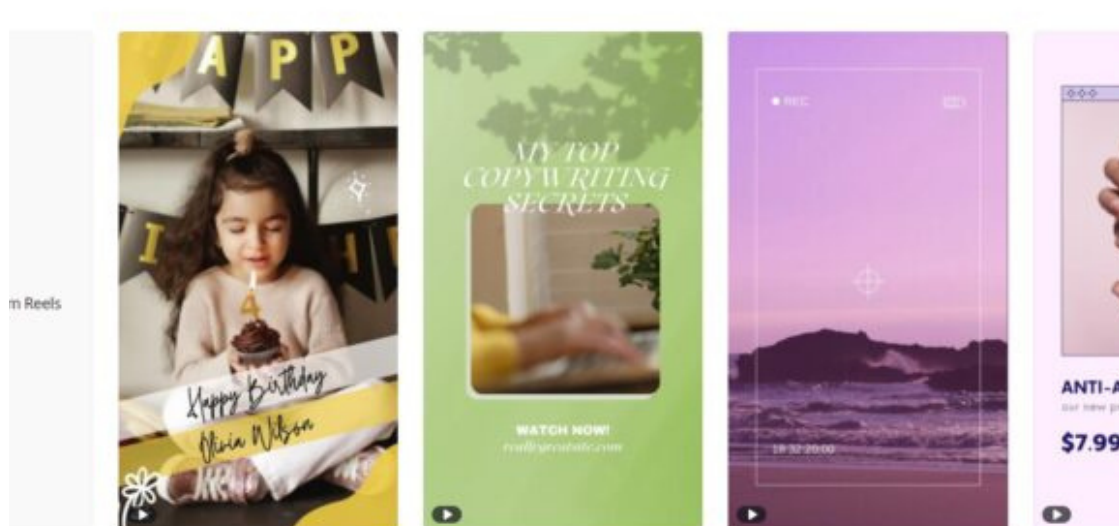| Date	06 oct 2023
Project name	How to create reels design using canva

Determine the requirements (customer journey maps)

Define your objectives: Determine what specific information you want to gather from customers regarding their digital marketing problems.
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Schedule visits: Contact the selected customers and set up appointments for the interviews.

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🔍 Search

Suggested

📷 Presentation 1920 × 1080 px

📷 Instagram Story

🖥 Desktop Prototype

📷 Instagram Post

📷 Your Story

📄 A4 Document

Ⓒ Logo

🖼 Poster

📘 Facebook Story

＋ Custom size

🖼 Edit photo

☁ Import PDF BETA

Page 1 - Add page title

3 ways
you're making
Instagram
Growth harder
than it
has to be
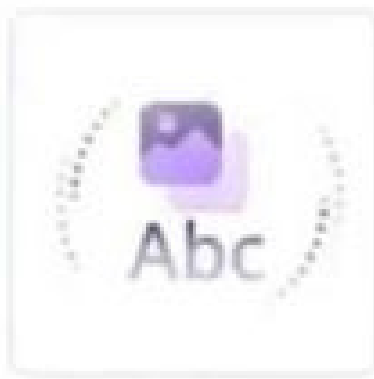
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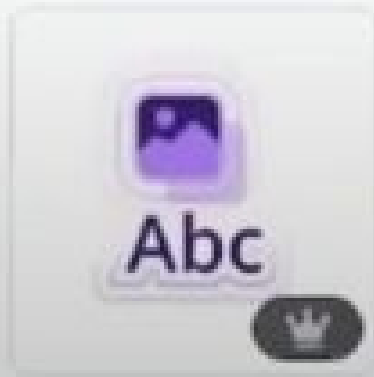
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File type

MP4 Video **SUGGESTED** ⌄

Select pages

All pages (5) ⌄

☐ Save download settings

Download

STORY **REELS** LIVE

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🔖 Saved

...u   See More

Lost Tribes
Azam Ali   ▶

Seu Sorriso (feat. Jasmine)
Kolektivo   ▶

Lipstick ON
Brittany Clarke   ▶

ReFunktion
John Burcham   ▶

Beat of My Own Drum
Julia Gartha   ▶

FlipSide (feat. Alan Avry)
d.higgs   ▶

El Bass
Chela Rivas   ▶

4:04

Provide t
tip here

To select a cover image, choose a frame
from your video or an image from your
Gallery

(+) **Add from Gallery**

Write a caption...

Cover

▶ **Share to Reels**

Your video may appear in Reels and can be seen on the Reels tab of your profile.

Also Share to Feed ⬤

Crop Profile Image 〉

Tag People 〉

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Share

Save Draft

Project Design Phase-II
Solution Requirements (Functional & Non-functional)

Date	13/10/ 2023
Project Name	How to create a reels design using Canva

Functional Requirements:

Following are the functional requirements of the proposed solution.

FRNo.	FunctionalRequirement(Epic)	SubRequirement(Story/Sub-Task)
FR-1	**Access Canva**	you haven't already, download the Canva app or visit their website.
FR-2	**Create a New Design**	- Open Canva and click on "Create a design" or "Custom dimensions." - Choose the "Instagram Reels" preset, or enter the dimensions as 1080 x 1920 pixels.
FR-3	**Design Your Reels**	- Use Canva's tools to add text, images, illustrations, or backgrounds. - You can also use Canva's templates for inspiration or start from scratch.
FR-4	**Share on Instagram Reels**	- SShare on Instagram Reels:Open the Instagram app and go to the Reels section. - Select the "Camera" icon to upload your Canva-designed Reels.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FRNo.	Non-FunctionalRequirement	Description
NFR-1 uch. generating.	**Usability.**	Explore ways to monetize your research and content, such as selling reports, offering consulting services generating ad revenue from your content.

NFR-2	**Security**	The security of Drowsiness detection and alerting system is an important consideration to ensure it is effectiveness and reliability.some key aspects related to the security of such a system 1) DataPrivacy 2) AuthenticationandAccesscontrol. 3) Securecommunication 4) Systemintegrity 5) Physicalsecurity. ~~6) MonitoringandAuditing.~~
NFR-3	**Reliability**	The reliability of drowsiness detection and alerting system is crucial to ensure its effectiveness in preventing Accidents and Promating safety. 1) AccuracyofDetection. 2) Real-timemonitoring. 3) FalsepositiveandFalsenegative. 4) Robustnesstoenvironmentalfactors. 5) Calibrationandpersonalization. 6) Continuousperformanceandmonitoring.
NFR-4	**Performance**	The performance of a Drowsiness detection system can be evaluated based on several factors , including:
NFR-5	**Availability**	1) Sensitivity. 2) Specificity. 3) Responsetime. 4) Falsepositiverate. 5) Usercomfort. It can be influenced by various factors including Qulity of sensors, lighting conditions, System calibration .
NFR-6	**Scalability**	Scalability in terms of the number of individuals being monitored: Drowsiness detection systems can be designed to scale from monitoring a single individual to monitoring a large .