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.

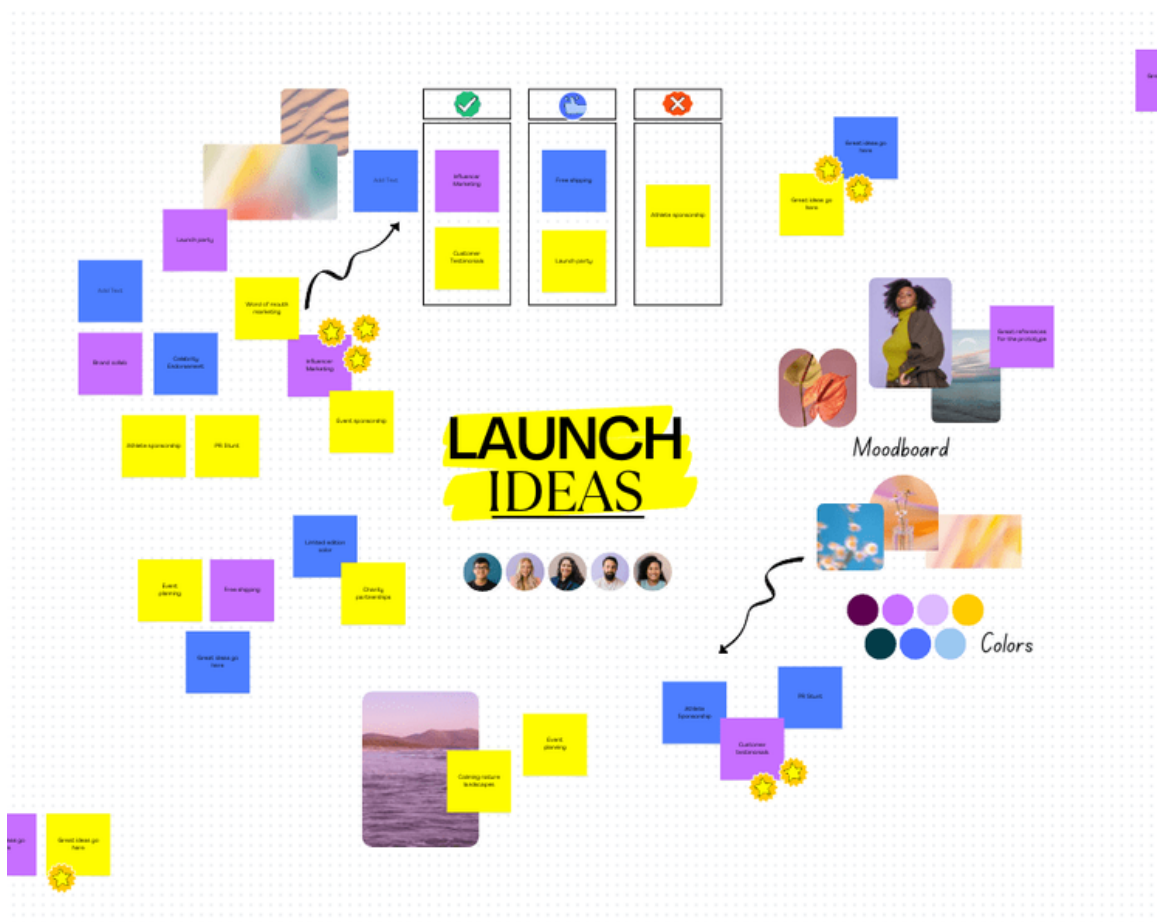| NFR-2	**Security**	The security of Drowsiness detection and alerting system is an important consideration to ensure it is effectiveness and reliability.some key aspects related to the security of such a system 1) DataPrivacy 2) AuthenticationandAccesscontrol. 3) Securecommunication 4) Systemintegrity 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 .

4 Point Mind Maps for Reels

Research

Search for more useful and creative topics for society

Scale Up

Improve our information in reels and also people's views

Main Idea

To provide effective knowledge about digital world to people

Goals

To create an awareness about useful information and help peoples

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 October 2023
Project Name	How to create a reels design using canva

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement.

Problem Statement for Marketing

Brand launch is a very troublesome process in todays highly competitive business environment. Competition is fierce for almost every trade.

Companies need to align business plan with their marketing plan to operate in niche market

Marketing of product and services for small or medium enterprise has become crucial task for promotion of business

Nowadays customers are persuaded from several elements in term of brand's logo, promotional messages

Effective marketing is need of the hour for convincing customers to use particular product or service because of its suitability over the competitors

Step-3: Idea Prioritization

STRENGTHS

What are you doing well? What sets you apart? What are your good qualities?

WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?

IMPROVEMENT

What are your goals? Are demands shifting? How can it be improved?

THREATS

What are the blockers you're facing? What are factors outside of your control?

Reference link:

https://www.canva.com/design/DAFy0cQYmTY/U9tBaEM8ACwl9DGnN9OB0g/edit?

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Ideation Phase

Define the Problem Statements

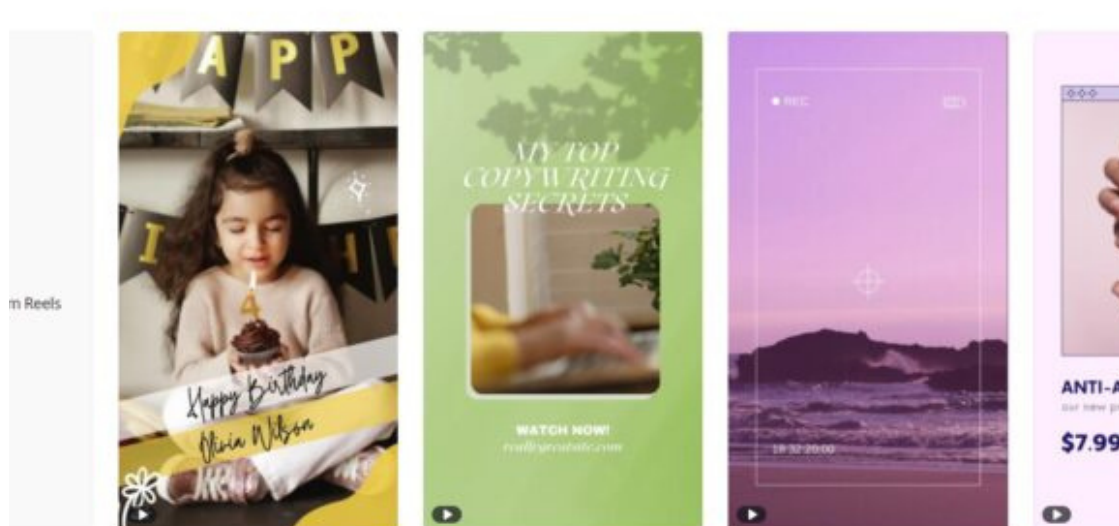| Date	06 oct 2023
Project name	How to create reels design using canva

Determine the requirements (customer journey maps)

Define your objectives: Determine what specific information you want to gather from customers regarding their digital marketing problems.
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.

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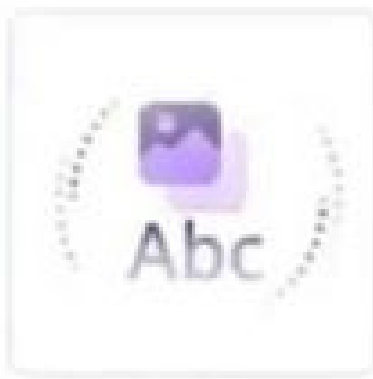you're making
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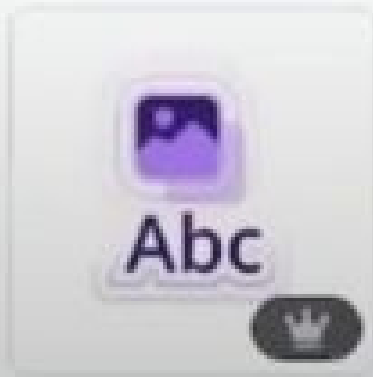Growth harder
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STORY **REELS** LIV

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...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

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Write a caption...

Cover

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the Reels tab of your profile.

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Ideation Phase

Define the Problem Statements

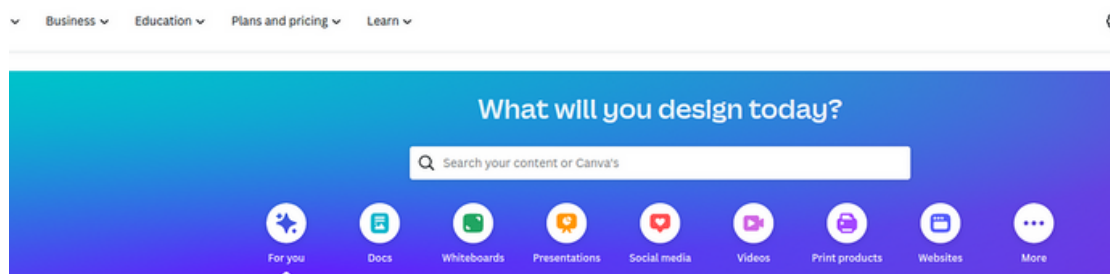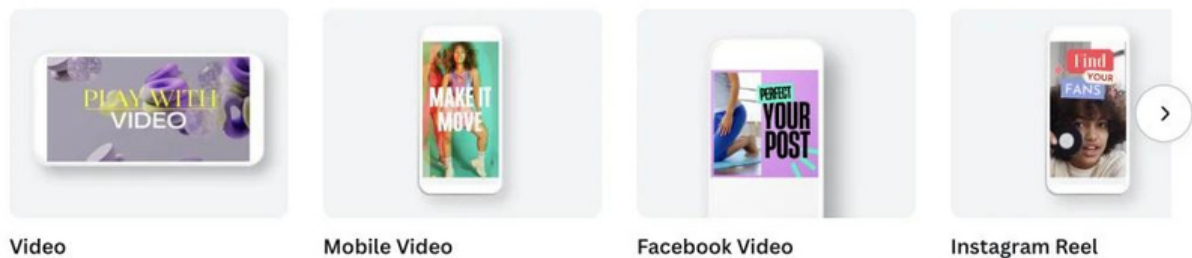| Date	06 oct 2023
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Customer Problem Statement Template:

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Ideation Phase

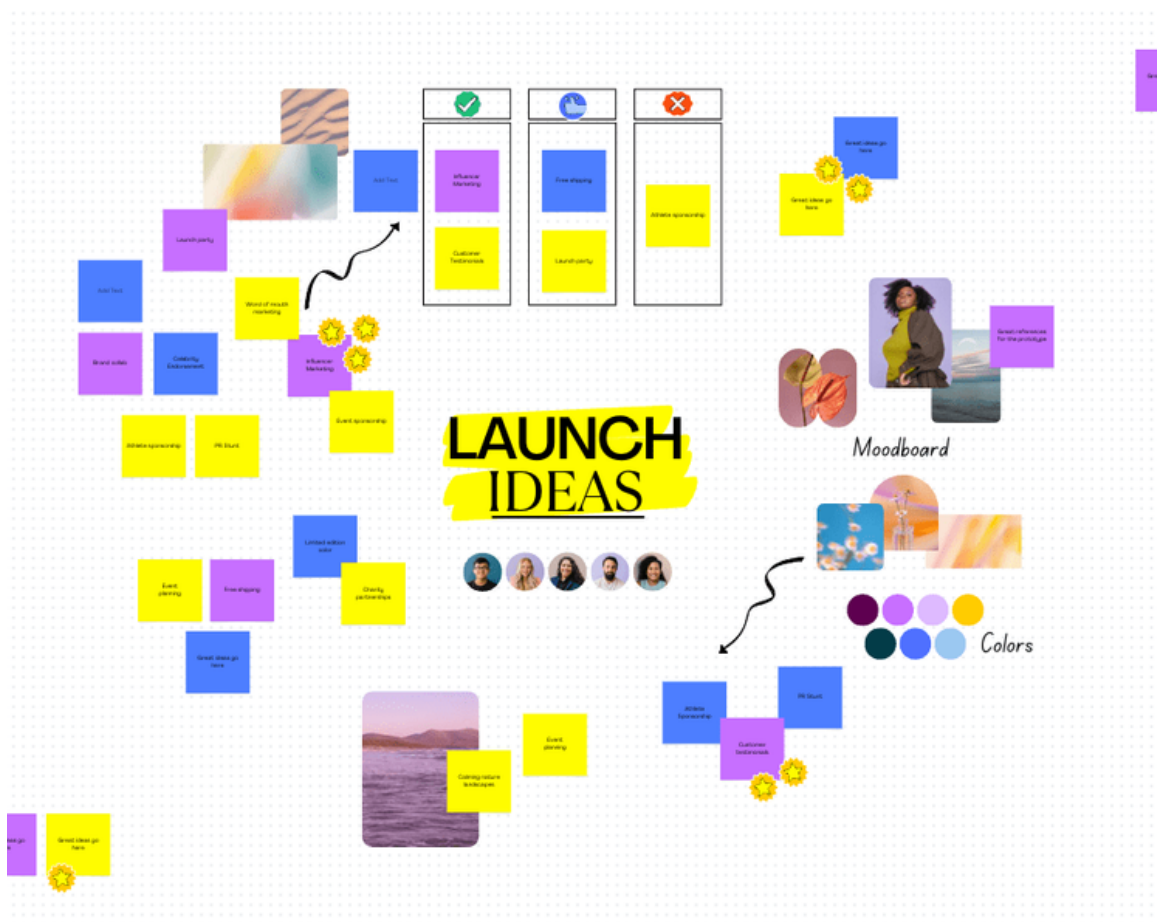**Brainstorm & Idea Prioritization Template**

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