

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

Date	03 Nov 2023
Team ID	NM2023TMID10144
Project Name	Digital marketing – How to create a brand promo using Canva.

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Offline Editing	Ability to work on designs offline with automatic syncing when the user reconnects to the internet.
FR-2	Brand Kit Integration	Integration with Canva's Brand Kit for easy access to brand assets like logos, fonts, and colour palettes.
FR-3	Responsive Design	Ability to design promos suitable for different platforms and screen sizes (desktop, mobile, social media).
FR-4	Templates and Customization	A wide range of professionally designed templates suitable for brand promos. Ability to customize templates to align with the brand's colour scheme, logo, and overall visual identity.
FR-5	Multimedia Integration	Support for adding images, videos, and audio to the promo. Ability to upload custom multimedia files from the user's device.
FR-6	Collaboration and Sharing	Collaboration features, allowing multiple users to work on the same design in real-time. Options for sharing designs directly from the Canva platform via social media, email, or download links.
FR-7	Backgrounds and Colours	Diverse collection of background patterns, textures, and colours. Custom colour picker for selecting brand-specific colours.

Non-Functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	The brand promo should load quickly within Canva's interface, allowing users to work seamlessly without significant delays or lags.
NFR-2	Scalability	Canva should be able to handle a large number of users simultaneously without compromising the performance. It should scale efficiently as more users access the platform concurrently.
NFR-3	Reliability	Canva should be reliable and available for use 24/7, ensuring that users can access their brand promo projects whenever they need to make edits or updates.
NFR-4	Security	Canva should provide robust security measures to protect user data, ensuring that brand assets, promotional content, and other sensitive information are secure from unauthorized access or breaches.
NFR-5	Compatibility	Canva should be compatible with various web browsers (e.g., Chrome, Firefox, Safari) and operating systems (e.g., Windows, macOS), ensuring a consistent user experience across different platforms.
NFR-6	Data Backup and Recovery	Canva should regularly back up user data and projects to prevent data loss. In the event of accidental deletion or system failure, there should be a reliable data recovery process in place.
NFR-7	Documentation and Support	Canva should offer comprehensive documentation, tutorials, and customer support services to assist users in understanding the platform's features and resolving issues effectively.