

Project Report-GREEN CASSA REEL

1. Introduction:

1.1 Overview

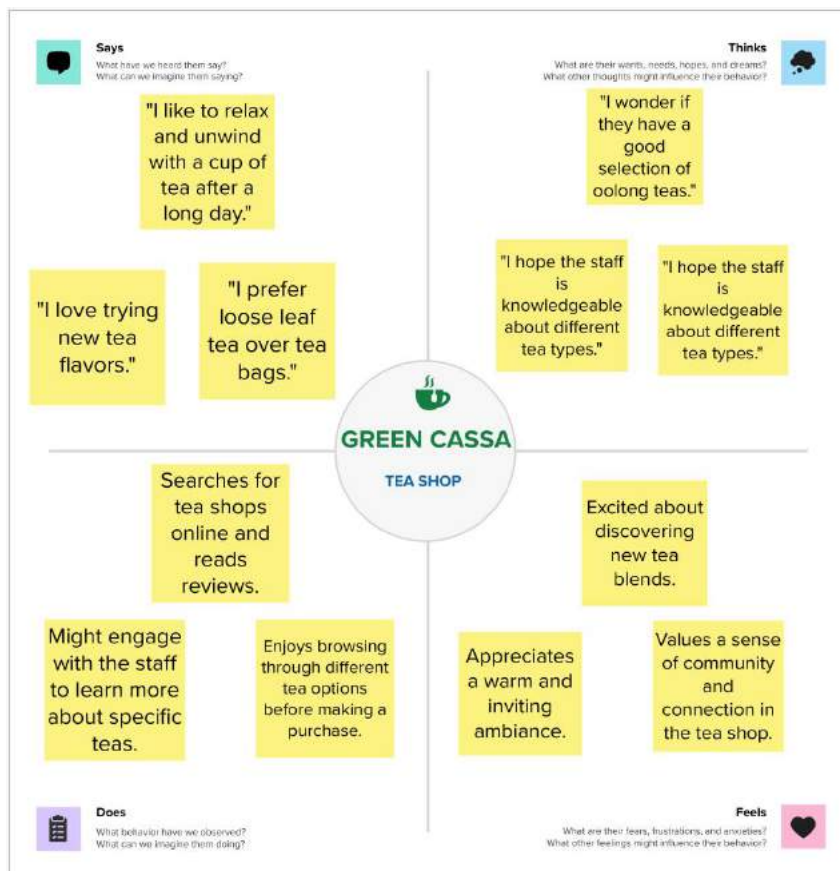
Green cassa, tea shop involves summarizing the key aspects of the business, including its concept, offerings, target audience, location, and unique selling points.

1.2 Purpose

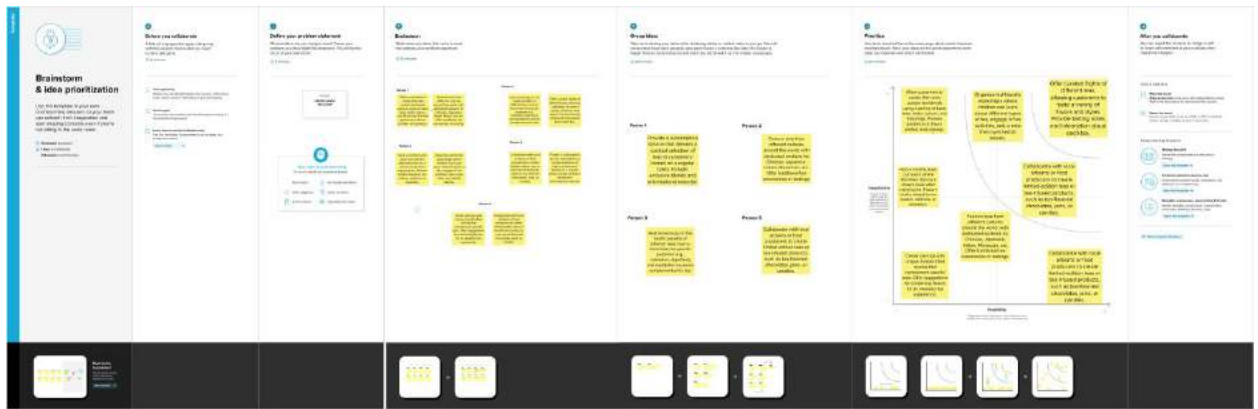
- Providing a Relaxing Environment
- Offering a Wide Tea Selection
- Cultural Exploration

2. Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. Result



4. Advantages & Disadvantages

Advantages:

- **User-Friendly:** Canva is known for its user-friendly interface, making it accessible to people with varying levels of design experience.
- **Templates:** Canva provides a wide range of professionally designed templates for posters, which can save time and effort in the design process.
- **Customization:** You can easily customize templates to fit your tea shop's branding and style. Adjust colors, fonts, and images to create a unique and eye-catching poster.

- **Cost-Effective:** Canva offers both free and paid options, making it a cost-effective choice for designing posters, especially for small businesses like tea shops.

Disadvantages:

- **Limited Customization:** While Canva offers customization options, it may not provide the same level of creative freedom as professional design software. Complex design needs may be challenging to achieve.
- **Brand Uniqueness:** Because Canva is widely used, there's a risk that your tea shop's poster may look similar to others using the platform, potentially affecting brand uniqueness.
- **Limited Control Over Print Quality:** If you plan to print the poster, you might have limited control over the final print quality when using Canva. Professional print shops may prefer files created in design software like Adobe Illustrator.
- **Subscription Costs:** While there's a free version of Canva, access to premium features and elements may require a paid subscription, which can add to your design costs.

5. Applications

- **Tea Preparation Demos:** Create short, engaging videos showing the process of brewing and preparing different types of tea, highlighting your shop's expertise in tea preparation.
- **Tea Tasting Sessions:** Share quick clips of tea tasting sessions, where you and your customers sample various teas and discuss their flavors and characteristics.
- **New Arrivals:** Introduce new tea arrivals, blends, or seasonal offerings through reels, showcasing their packaging and unique qualities.
- **Customer Testimonials:** Encourage satisfied customers to share their thoughts on your tea through video testimonials. This builds trust and credibility.

6. Conclusion

- Creating a poster in Canva for "TEA SHOP REELS" offers a wonderful opportunity to engage and entice tea enthusiasts and potential customers. Through thoughtful design and compelling visuals, you can convey the essence and appeal of your tea shop. Here's a conclusion that summarizes the key points for creating an effective poster:
- In conclusion, designing a poster for TEA SHOP REELS in Canva allows us to craft an inviting and visually captivating representation of our tea shop. By integrating the right colors, images, and text, we can communicate the warmth, charm, and the unique tea experience we offer. The poster should be a reflection of our brand identity, showcasing the variety of teas, the cozy ambiance, and the welcoming atmosphere that awaits our customers.