

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

Date	01 Nov 2023
Team ID	NM2023TMID0438
Project Name	CREATE A BRAND PROMO VIDEO USING CANVA

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Description
FR-1	Visual Elements	Incorporate eye-catching visuals, graphics, and animations to make the video visually appealing.
FR-2	Brand Consistency	Ensure that the video aligns with the company's brand guidelines, including color schemes, logos, and fonts.
FR-3	Storytelling	Develop a compelling narrative that tells the brand's story or highlights the product/service effectively.
FR-4	Music and Sound	Select suitable background music and sound effects to enhance the emotional impact of the video.
FR-5	Text and Typography	Use text and typography creatively to convey key messages, titles, and captions within the video.
FR-6	Duration	Determine the ideal video length to maintain viewer engagement without being overly lengthy.
FR-7	Call to Action	Include a clear and compelling call to action, directing viewers to take a specific action after watching.
FR-8	Compatibility	Ensure that the final video is compatible with various devices and platforms for seamless viewing.
FR-9	Voiceover/Narration	Consider whether the video requires a voiceover or narration to explain the content effectively.
FR-10	Transitions and Effects	Implement smooth transitions between scenes and incorporate visual effects where appropriate.

### Non-functional Requirements:

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

NFR No.	Non-Functional Requirement	Description
NFR-1	Performance	The video must load and play smoothly without noticeable buffering, regardless of the viewer's internet connection.
NFR-2	Scalability	The video should be able to handle increased traffic and views without degradation in quality or performance.
NFR-3	Security	Ensure that the video content and user data (if applicable) are securely hosted and protected from unauthorized access or tampering.
NFR-4	Accessibility	The video should be designed to be accessible to all users, including those with disabilities, by providing closed captions or alternative text for visuals.
NFR-5	Usability	The video player interface should be user-friendly, allowing viewers to adjust settings easily, such as volume, quality, and playback speed.
NFR-6	Compliance	Ensure that the video complies with copyright and licensing regulations for all audio and visual elements used.
NFR-7	Mobile Responsiveness	The video should adapt and display appropriately on mobile devices, ensuring a positive viewing experience on various screen sizes.
NFR-8	Load Time	The video should load quickly when clicked or embedded on a webpage to prevent viewer frustration.
NFR-9	Browser Compatibility	Ensure that the video is compatible with multiple web browsers (e.g., Chrome, Firefox, Safari, Edge) to reach a broad audience.
NFR-10	Hosting and Bandwidth	Select a reliable video hosting platform and ensure adequate bandwidth for streaming without interruptions.