Ideation Phase
Define the Problem Statements

Date	02 Nov 2023
Team ID	NM2023TMID0438
Project Name	CREATE A BRAND PROMO VIDEO USING CANVA

Customer Problem Statement:

"In today's highly competitive digital landscape, businesses and brands are struggling to effectively engage and connect with their target audience. Traditional marketing methods often fall short of capturing the viewer's attention, and the cost of professional video production can be prohibitive for many. As a result, there is a pressing need for an accessible, cost-effective, and user-friendly solution that empowers brands to create captivating and compelling brand promo videos that not only represent their identity and values effectively but also resonate with their audience. This problem statement aims to address the challenge of creating engaging brand promo videos using the Canva platform, ensuring that brands can promote their products, services, and messages in a visually appealing and impactful manner."

I am	I am a marketer with a strong interest in creating brand promo videos.
I am trying to	I am trying to find an efficient and cost-effective way to produce engaging brand promo videos.
But	But I face challenges due to limited resources, time constraints, and a lack of accessible video production tools.
because	Because traditional video production is often expensive and requires specialized skills, making it inaccessible for many businesses.
Which makes me feel	Which makes me feel the need for a user-friendly and affordable solution, such as Canva, to create impactful brand promo videos.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a marketer.	I am trying to find an efficient and cost-effective way to produce engaging brand promo videos.	But I face challenges due to limited resources, time constraints, and a lack of accessible video production tools.	Because traditional video production is expensive and complex.	Which makes me seek an accessible solution like Canva.