

Project Design Phase-I
Proposed Solution

Date	03 Nov 2023
Team ID	NM2023TMID01282
Project Name	How To Create A Reel Design Using Canva

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"At Triple T Emporium, the challenge is creating engaging Instagram Reels using Canva to effectively showcase our diverse range of home appliances and electronics. The struggle lies in capturing audience attention amidst a saturated social media landscape, where traditional advertising methods have become less effective, resulting in reduced audience engagement and impact."
2.	Idea / Solution description	Utilize Canva's innovative features to create visually stunning and informative Instagram Reels, focusing on product demonstrations, user-generated content, and educational content. Implement storytelling techniques and interactive elements to engage the audience.
3.	Novelty / Uniqueness	The uniqueness lies in the approach to merge visually compelling design elements using Canva with informative and entertaining content. Leveraging behind-the-scenes content, customer testimonials, and interactive features can set our Reels apart, offering a personalized and relatable experience to our audience.
4.	Social Impact / Customer Satisfaction	The goal is to not only promote products but also to educate and entertain the audience, enhancing their understanding and satisfaction with our offerings. By providing valuable content, we aim to empower customers to make informed decisions, improving their overall satisfaction with the brand.
5.	Business Model (Revenue Model)	The revenue model includes leveraging engaging Reels to increase brand visibility, leading to potential sales growth. Monetization opportunities might arise from sponsored content, collaborations, and increased customer traffic to the showroom or website.
6.	Scalability of the Solution	The solution's scalability lies in creating a standardized content creation framework using Canva that can be adapted across various product categories. Establishing efficient workflows and content libraries .