

Ideation Phase

Define the Problem Statements

Date	03 Nov 2023
Team ID	NM2023TMID01282
Project Name	How To Create A Reel Design Using Canva
Maximum Marks	2 Marks

Customer Problem Statement Template:

I am	I'm trying to	But	Because	Which makes me feel
To create engaging Instagram Reels using Canva	develop visually captivating and informative content	I'm facing challenges in crafting compelling content	traditional advertisements have become unengaging for our audience	connect emotionally with our customers and provide both entertaining and informative

I am	I'm trying to	But	Because	Which makes me feel
task of crafting compelling & create engaging content	captivate our audience through visually appealing and informative content	the lack of engaging strategies	challenge of standing out in a crowded digital landscape	pressure to effectively showcase our products, leading to reduced customer engagement

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	To create engaging Instagram Reels using canva	Develop visually captivating and information content	I'm facing challenges in crafting and compelling content	traditional advertisements have become unengaging for our audience	connect emotionally with our customer and provide entertainment and information
PS-2	Task of crafting compelling & create engaging content	captivate our audience visually appealing and informative content	the lack of engaging strategies	challenge of standing out in a crowded digital landscape	pressure to effectively showcase our products, leading to reduced customer engagement