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

Date	01 November 2023
Team ID	NM2023TMID04439
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)	Sub Requirement (Story / Sub-Task)
FR-1	Platform Familiarity	Users should be familiar with Canva user interface, specifically the video creation section.
FR-2	Template Selection	Choose a video template that aligns with the serene and calming brand image of Serenity Stones. Templates should allow for easy insertion of images, text, and video clips.
FR-3	Content Uploads	Ensure all necessary visual assets (like Serenity Stones images, logo, and any pre-recorded clips) are uploaded to Canva. If there are specific brand fonts not available in Canva, upload them too.
FR-4	Duration and Format	Canva should be set to produce a video of 1 minute in length. Choose an appropriate aspect ratio. Canva offers presets for various platforms such as Instagram Stories, Facebook, and more.
FR-5	Visual Design	Use Canva's drag-and-drop feature to position elements. Incorporate serene backgrounds, possibly using Canva stock images or uploaded brand-specific visuals. Utilize soft transitions available within Canva video editing tools.
FR-6	Branding Elements	Use the logo of Serenity Stones prominently. Canva allows for transparent PNGs for better visual integration. If there's a tagline, ensure it's showcased stylishly using Canva text effects.
FR-7	Download and Export:	: Once satisfied with the design, download the video in a high-quality format suitable for its intended platforms (e.g., .MP4). Consider various resolutions (like 1080p or 4K) based on where the video will be shared.

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Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Speed	The video should load and play without lags or buffering on various platforms.
NFR-2	Responsiveness	Elements within the video, such as animations or transitions, should occur smoothly and as intended.
NFR-3	Reliability	The video should not contain glitches, out-of-sync audio, or any discrepancies during playback. Any links or interactive elements within or associated with the video should function correctly.
NFR-4	Portability	The video should be exportable from Canva in multiple formats, ensuring it's compatible with various platforms. It should be of a file size that is manageable for uploads but doesn't compromise on quality.
NFR-5	Accessibility	If possible, the video should have subtitles or closed captions to cater to audiences with hearing impairments. Consideration for colour palettes that are friendly to colour-blind individuals.
NFR-6	Scalability	The video design should be such that it can be adapted or expanded upon in the future if the brand's messaging evolves or expands.
NFR-7	Maintainability	The video file should be structured such that future edits or iterations can be made without redoing the entire video. Assets and elements used in the video should be organized and archived for easy retrieval and modifications.

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