Project Design Phase-I
Proposed Solution Template

Date	25 October 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using canva

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Serenity Stones seeks a promotional video created using Canva, a user-friendly design tool. This video should effectively communicate the brand's story, highlight the quality of its gemstone jewellery, and create an emotional connection with potential customers. The video must be shareable on various online platforms to maximize its reach and impact.
2.	Idea / Solution description	Serenity Stones can create a captivating promo video using Canva, effectively conveying its unique brand identity, values, and the allure of its gemstone jewellery. The video will serve as a powerful marketing tool, increasing brand recognition and engagement, and helping Serenity Stones to establish a strong presence in jewellery markets.
3.	Novelty / Uniqueness	The Journey Unveiled" brand promo video created using Canva lies in its ability to effectively communicate the brand's story, values, and the beauty of its gemstone jewellery while creating an emotional connection with the audience.
4.	Social Impact / Customer Satisfaction	The brand promo video, when shared and promoted effectively, has the potential to make a positive social impact by raising awareness about sustainability and ethical practices .It can also contribute to customer satisfaction by building trust and encouraging customer engagement and support for the brand's values.
5.	Business Model (Revenue Model)	It primarily revolves around increasing product sales and brand exposure while maintaining cost-efficiency in video production.
6.	Scalability of the Solution	The solutionis highly scalable. It can be easily replicated, adapted, and used for various marketing campaigns and product launches, allowing the brand to reach a broader audience and expand its online presence as it grows.