**Project Design Phase-I Proposed Solution Template**

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| PROJECT NAME | How to Create a Brand Promo Video Using Canva |

**Proposed Solution Template:**

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| **S.No.** | **Parameter** | **Description** |
| 1 | Problem Statement (Problem to be solved) | Well, to provide you with a proposed solution, I'll need to know the problem you're trying to address. Could you please provide me with the problem statement? Once you do, I'll be happy to assist you in proposing a solution! |
| 2 | Idea / Solution description | Awesome! I'm excited to hear your idea or solution description! Please go ahead and share the details with me |
| 3 | Novelty / Uniqueness | To create a captivating landing page in HubSpot, focus on novelty and uniqueness. Craft compelling content that grabs visitors' attention, presenting fresh ideas, exclusive offers, or innovative solutions. Employ striking visuals, custom designs, and interactive elements to set your page apart. Tailor your messaging to resonate with your audience's distinct needs and interests. Implement cutting-edge features like personalized user experiences or dynamic content. Utilize A/B testing to refine your page based on what truly resonates with your audience. By infusing novelty and uniqueness into your landing page, you'll engage visitors, encourage conversions, and leave a lasting impression. |
| 4 | Social Impact / Customer Satisfaction | That's great! Social impact and customer satisfaction are vital for any business or organization. Can you please provide more information about the specific problem you're addressing or the solution you've come up with? I'd love to hear more so I can provide relevant suggestions or insights |
| 5 | Business Model (Revenue Model) | , the revenue model, a crucial component of any business. There are various revenue models you can explore depending on your business nature. Here are a few popular ones:  Direct Sales: You sell products or services directly to customers at a set price. Subscription Model: Customers pay a recurring fee to access your product or servicesregular basis.  Freemium Model: You offer a basic version of your product or service for free and charge for additional features or enhanced offerings.Advertising Model: You generate revenue by displaying advertisements on your platform or website.Licensing Model: You license your product or intellectual property to other companies in exchange for a fee or royalty. |
| 6 | Scalability of the Solution | Ah, scalability, the ability to grow and adapt withoutcompromising performance or efficiency. It's an important aspect to consider when building a solution. Here are a few factors that contribute to the scalability of a solution:Infrastructure: Ensure your solution is built on a flexible and scalable infrastructure, such as cloud computing services, that can handle and traffic.  Architecture: Design your system with scalability in mind, using modular and distributed architectures like microservices or serverless architecture. This allows you to scale different components independently. Database Optimization: Choose a database that can handle growing data volumes and access patterns efficiently. Consider techniques like data sharding and cachingperformance.  Load Balancing: Distribute incoming requests across multiple servers to avoid bottlenecks and ensure optimal resource utilization. Automation: Implement automated processes for deploying, scaling, and monitoring your solution. This helps you to adapt quickly to changing demands.Horizontal Scaling: Consider scaling horizontally by adding more servers or instances instead of relying solely on vertical scaling (upgrading hardware). This allows for better resource utilization and cost-effectiveness. |