

Ideation Phase
Define the Problem Statement

Date	07 Nov 2023
Team ID	NM2023TMID04226
Project Name	Create a Reel Using Canva

QUESTION	DESCRIPTION
Who does the problem affect?	Content creators, social media influencers, businesses, marketers, and anyone looking to produce engaging short videos for Instagram.
What are the boundaries of the problem?	The boundaries of the problem are specific to the challenges faced when using Canva to create Instagram Reels. This includes difficulties related to the availability of features and templates within Canva for Reels. It doesn't extend to broader issues on Instagram or other platforms, and it's limited to users choosing Canva as their creative tool for Instagram Reels.
What is the issue?	The issue is that it's hard to make engaging Instagram Reels using Canva because Canva lacks specialized features and templates for Reels, making it challenging for users to create captivating short videos on the platform.
What is the impact of the issue?	The impact of this issue is that people may have a hard time creating interesting Instagram Reels with Canva, which can lead to less successful content and engagement on the platform.
When does the issue occur?	This issue occurs whenever users try to create Instagram Reels using Canva and face challenges due to the platform's limitations and lack of specialized features for Reels.
Where is the issue occurring?	The issue is occurring on the Canva platform when users attempt to create Instagram Reels using its design tools and templates.

Why is it important that we fix the problem?

It is important to fix this problem because Instagram Reels have become a popular and influential content format on the platform. Effective use of Instagram Reels can help users engage their audience, promote products or services, and establish a strong online presence. Addressing the limitations in creating Reels using Canva ensures that users have the tools they need to produce high-quality and compelling content, contributing to their success on Instagram and achieving their content goals.