**DIGITAL MARKETING**

**HOW TO CREATE A REEL DESIGN USING  CANVA**

**A PROJECT REPORT**

*Submitted by*

**SELVASAKTHI N (NM ID: 1F697B8D968467E9E7A488DB8A36851)**

**ABIRAMI S (NM ID : ECE1240E39E4AB6AD72441C18BB0AC89)**

**SUBARIYA M ( NM ID: 166679A5FE681A489724016155661C4C)**

**ARTHI B (NM ID: AF1B4E9DDABFEE48B124D11120A7A8FF)**

**TEAM ID : NM2023TMID04226**

*in partial fulfillment for the*

*award of the degree of*

**BACHELOR OF ENGINEERING**

**IN**

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**AAA COLLEGE OF ENGINEERING AND TECHNOLOGY**

1

# TABLE OF CONTENTS

# CHAPTER 1

# INTRODUCTION

## 1.1 PROJECT OVERVIEW

The development of our food delivery app, named "QuickEats," centers around creating a user-friendly platform that seamlessly connects users with a variety of local restaurants. The app boasts an intuitive interface, allowing users to easily navigate through a comprehensive directory of nearby eateries. With visually appealing menus and customization options, users can swiftly place orders, supported by multiple payment methods for convenience. Real-time order tracking, integrated maps for precise delivery logistics, and timely notifications ensure a smooth and informed experience for users and delivery drivers alike. QuickEats also prioritizes user feedback through a robust rating and review system, fostering interaction between customers and restaurants. QuickEats aspires to not only simplify food ordering but to elevate the entire dining experience for our users.

**Project title: Reel Design Using Canva**

## 1.2 PURPOSE

The purpose of a food delivery app is to provide an efficient and convenient platform for users to order meals from a variety of restaurants and have them delivered to their doorstep. These apps aim to simplify the process of food procurement by offering users a diverse range of cuisines and dining options, all within the convenience of a smartphone application. They not only satisfy hunger but also cater to busy lifestyles, allowing users to save time on cooking or dining out. Additionally, food delivery apps promote local businesses, create income opportunities for delivery drivers, and have become a valuable tool for restaurants to expand their customer base.

# CHAPTER 2

# PROBLEM DEFINITION & DESIGN THINKING

## 2.1 EMPATHY MAP
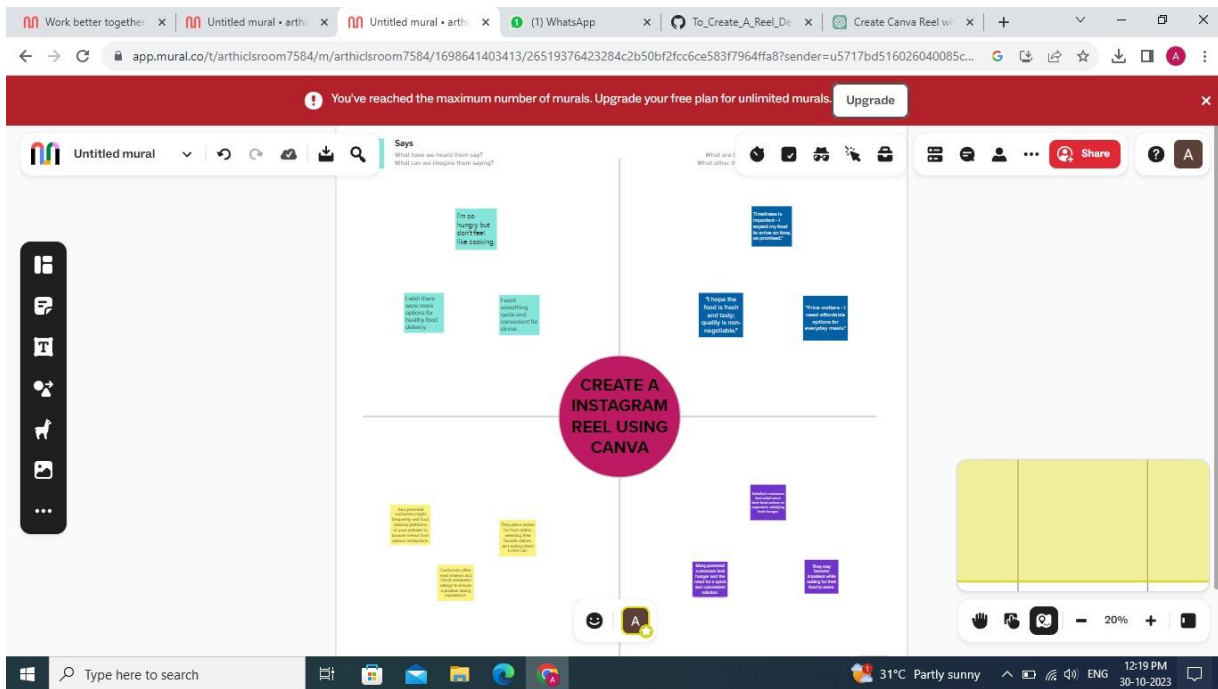
## 2.2 IDEATION & BRAINSTORMING

### Step-1: Team Gathering, Collaboration and Select the Problem Statement



**Brainstorm & idea prioritization**

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

**A** Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B** Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

**C** Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

**PROBLEM**
"Streamlining the Last-Mile Delivery Process to Improve Delivery Time and Food Quality, While Ensuring Optimal Cost Efficiency."

**Key rules of brainstorming**
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

# Step-2: Brainstorm, Idea Listing and Grouping

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

**TIP**
You can select a sticky note and the pencil (next to each) can to start drawing!

Person 1   Person 2

Person 3   Person 4

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

**TIP**
Add a container tag to sticky notes to make it easier to find, move, organize, and categorize important devices that are within your toolkit.

**User Experience Enhancement**

**Ordering and Payment Convenience**

**Restaurant and Business Management**

**Customer Support and Engagement**

**Step-3: Idea Prioritization**



**4**

**Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

**TIP**
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer or hitting the H key on the keyboard.

Canva offers a range of pricing options including a free version and paid plans with additional features.

Its relatively cost-effective compared to hiring professional designers for creating visual content

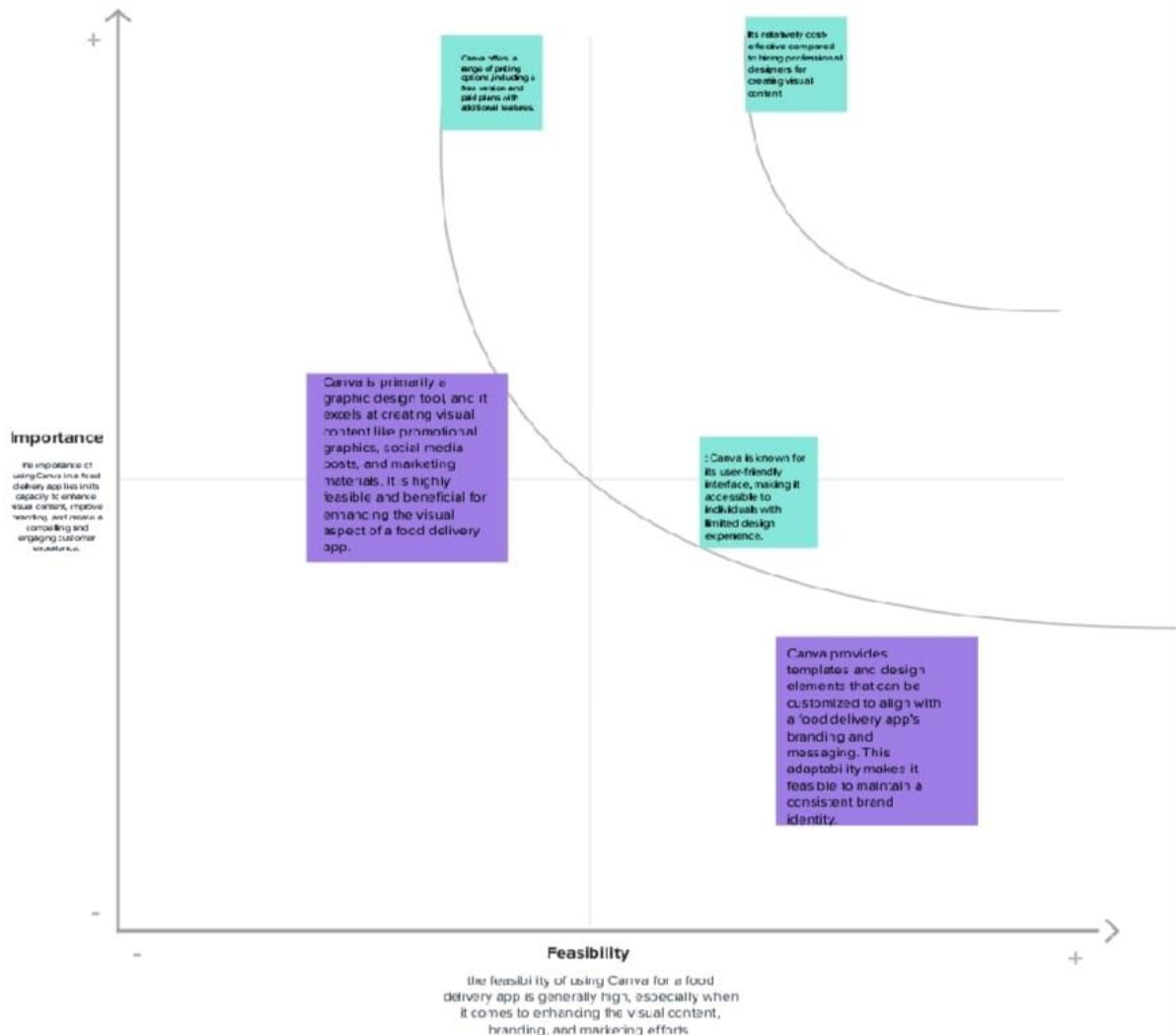Canva is primarily a graphic design tool and it excels at creating visual content like promotional graphics, social media posts, and marketing materials. It s highly feasible and beneficial for enhancing the visual aspect of a food delivery app.

**Importance**

Its importance of using Canva in a food delivery app lies in its capacity to enhance visual content, improve branding, and create a compelling and engaging customer experience.

: Canva is known for its user-friendly interface, making it accessible to individuals with limited design experience.

Canva provides templates and design elements that can be customized to align with a food delivery app's branding and messaging. This adaptability makes it feasible to maintain a consistent brand identity.

**Feasibility**

the feasibility of using Canva for a food delivery app is generally high, especially when it comes to enhancing the visual content, branding, and marketing efforts

# CHAPTER 3

# RESULT

**Brand Name:** Fooddelivery App
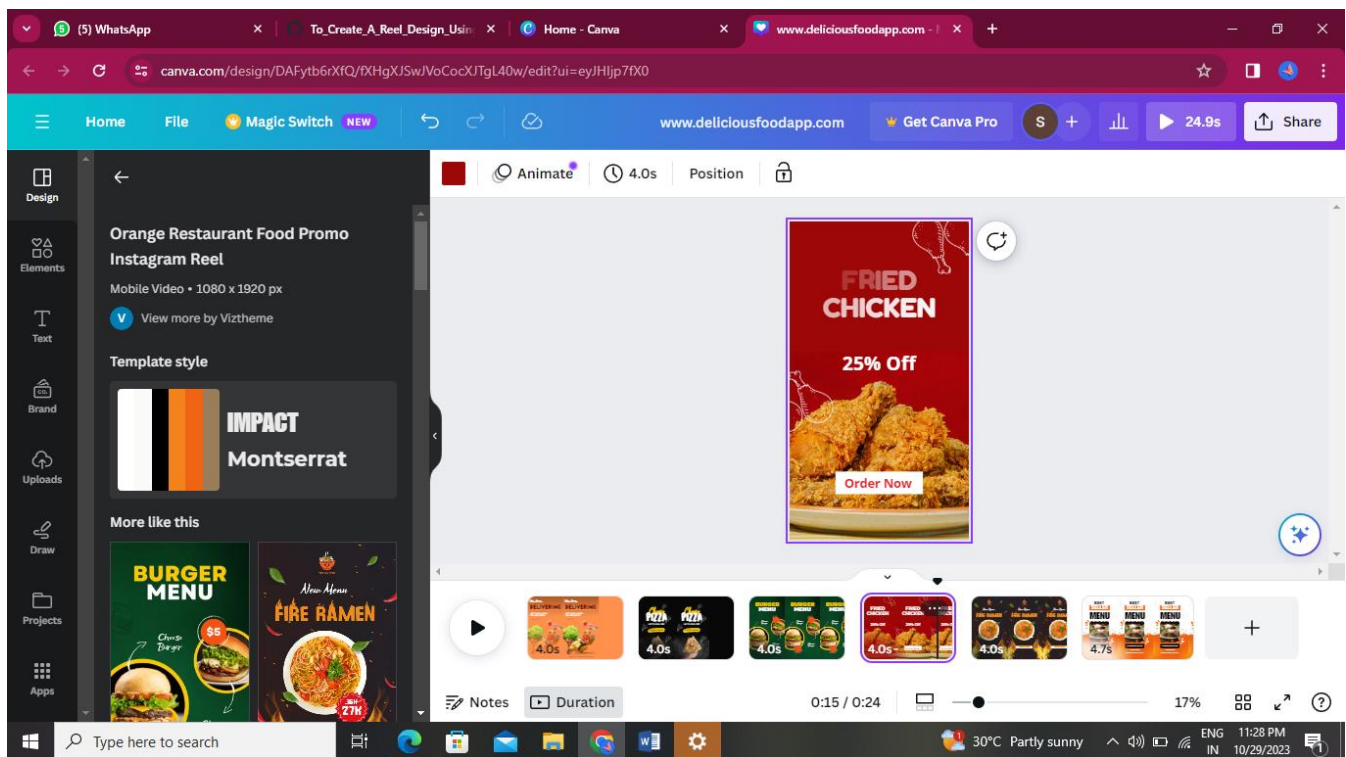
**Category:** Delivery food products

**Target Audience:** All

**Email:** www.deliciousfoodapp.com
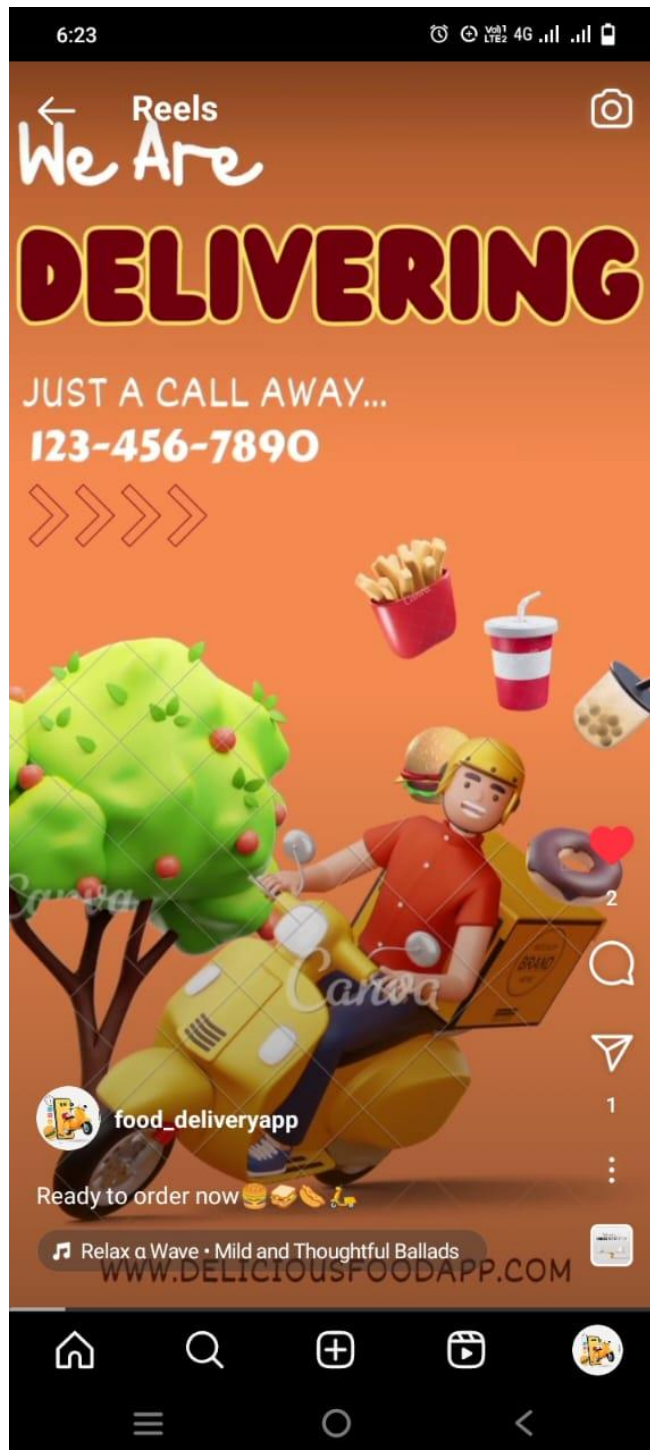
**Password:** deliciousfoods@123

**Canva Reel URL:**

https://www.canva.com/design/DAFytb6rXfQ/fXHgXJSwJVoCocXJTgL40w/edit?utm_content=DAFytb6rXfQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

**Instagram Reel URL:**

[https://www.instagram.com/reel/CzA_HVIJjEx/?igshid=MzRlODBi](https://www.instagram.com/reel/CzA_HVIJjEx/?igshid=MzRlODBi)

[NWFlZA==](https://www.instagram.com/reel/CzA_HVIJjEx/?igshid=MzRlODBiNWFlZA==)

# CHAPTER 4

## ADVANTAGES AND DISADVANTAGES

**ADVANTAGES:**

**Convenience**: The most obvious advantage is the convenience they offer. You can satisfy your cravings without leaving your home or office.

**Variety**: Food delivery apps give you access to a wide range of cuisines and restaurants, often more than you might find locally.

**Time-Saving**: No need to spend time preparing meals or waiting at a restaurant. With a few taps on your phone, your food is on its way.

**Customization**: Many apps allow you to customize your orders, ensuring your meal is just the way you like it.

**Real-time Tracking**: Track your delivery in real-time, so you know exactly when your food will arrive.

**Reviews and Ratings**: Benefit from others' experiences by checking reviews and ratings before placing an order.

**DISADVANTAGES:**

**Additional Costs**: Service fees, delivery charges, and tips can add up, making your meal more expensive than anticipated.

**Quality Concerns:** The quality of food may suffer during delivery, as some dishes are best enjoyed fresh from the kitchen.

**Delivery Delays:** Sometimes, unforeseen circumstances can lead to delays, leaving you hungry and impatient.

**Environmental Impact**: Packaging materials and frequent deliveries contribute to environmental concerns, such as increased waste and carbon footprint.

**Inaccurate Orders**: Mistakes in orders can happen, leading to disappointment and the need for refunds or replacements.

**Dependency on Technology**: Glitches, crashes, or internet issues can disrupt the smooth ordering and delivery process.

# CHAPTER 5

## APPLICATIONS

**Convenience**: Food delivery apps offer the convenience of enjoying restaurant-quality meals without leaving the comfort of your home. It's a time-saving solution for individuals with busy schedules.

**Special Deals and Discounts**: Users often enjoy exclusive deals, discounts, and promotions offered by restaurants through these apps, making it a cost-effective option compared to dining out.

**Time Efficiency**: Users can save time by avoiding the hassles of commuting, parking, and waiting at restaurants. With just a few taps, they can have their favorite meals delivered to their doorstep.

**Special Deals and Discounts**: Users often enjoy exclusive deals, discounts, and promotions offered by restaurants through these apps, making it a cost-effective option compared to dining out.

**Emergency Situations**: During emergencies or unfavorable weather conditions, food delivery apps become a lifeline for those who cannot or prefer not to venture outside.

# CHAPTER 6

## CONCLUSION

In conclusion, the advent of food delivery apps has undoubtedly revolutionized the way we experience and engage with culinary offerings. These platforms seamlessly bridge the gap between consumers and a diverse array of restaurants, offering unprecedented convenience and choice. With just a few taps on a smartphone, users can savor the flavors of their favorite cuisines from the comfort of their homes, eliminating the need for traditional dining out. However, the success of these apps also brings forth challenges such as concerns over fair compensation for delivery drivers and the impact on local eateries. Striking a balance between innovation and ethical considerations will be crucial for the sustained growth and positive evolution of the food delivery app industry.

The competitive landscape of these apps has driven improvements in service quality, app interfaces, and delivery speed, constantly raising the bar for customer satisfaction. However, it's essential to acknowledge and address the challenges associated with this industry, such as the need for sustainable and ethical business practices, fair treatment of delivery personnel, and minimizing the environmental impact of packaging. As these platforms continue to evolve, finding solutions to these issues will be crucial for ensuring the long-term success and positive societal impact of food delivery apps.