

Project Design Phase-I
Proposed Solution Template

Date	04 November 2023
Team ID	NM2023TM1D04226
Project Name	Project – Create a Reel Design Using Canva
Maximum Marks	2 Marks

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)	The problem statement is to design an engaging and visually appealing reel using Canva. The reel should effectively convey a message or tell a story while incorporating creative elements such as graphics, text, and imagery. The design should align with the intended purpose, whether it's for social media promotion, storytelling, or any other specific goal. Additionally, the reel should be user-friendly and easily shareable on various platforms.
2.	Idea / Solution description	Our proposed solution is to create a striking Canva reel, start with a harmonious color palette. Use Canva's templates for a professional foundation. Employ impactful text, incorporate high-quality visuals, and maintain a balanced layout.
3.	Novelty / Uniqueness	Our proposed solution is a unique blend of user-friendly tools and limitless customization. Stand out by choosing from a diverse range of templates and graphics, ensuring your reel reflects individuality. Craft a truly distinctive visual narrative effortlessly with Canva, where your uniqueness takes center stage.
4.	Social Impact / Customer Satisfaction	A Canva for reel design holds significant social impact, democratizing visual storytelling. By providing accessible tools. Canva's user-friendly interface breaks down barriers, allowing people from all walks of life to engage in visual communication, ultimately fostering a more connected and expressive digital society.
5.	Business Model (Revenue Model)	Canva's business model for creating reel designs revolves around a multi-faceted approach that balances accessibility and premium offerings. To monetize and enhance user experience, Canva offers

		subscription plans, providing advanced features, exclusive templates, and improved collaboration options.
6.	Scalability of the Solution	Our solution platform is designed to handle a growing user base seamlessly. As more users engage with Canva to create reels, the cloud-based nature ensures that the platform can scale its resources dynamically to meet increasing demand.