

## PROJECT DESIGN PHASE – II

### Determine The Requirements (Customer Journey Maps):

Date	3 Nov 2023
Team ID	NM2023TMID03749
Project Name	How to Create a Brand Promo Video Using Canva
Maximum Marks	4 Marks

### Determine The Requirements (Customer Journey Maps)

- Awareness: Customers are aware of Canva and its ability to create brand promo videos.
- Consideration: Customers are learning more about how to use Canva to create brand promo videos.
- Decision: Customers are convinced that Canva is the right tool for creating their brand promo video.
- Purchase: Customers create their brand promo video using Canva.
- Post-Purchase: Customers download and share their brand promo video, and track its performance.

### Customer Needs and Pain Points:

- Need to create a professional and high-quality brand promo video.
- May be intimidated by video editing software.
- Short on time.
- Unsure of how to create a visually appealing and engaging video.
- On a budget.

### How Canva Meets Customer Needs:

- Provides templates, stock footage, and graphics for professional-looking videos.
- Simple video editing tools for beginners.
- Affordable pricing plans, including a free plan.
- Variety of tutorials and resources.

### Customer Success Metrics:

- Number of videos created using Canva.
- Customer satisfaction with Canva.
- Customer engagement with Canva videos.
- Number of leads and sales generated from Canva videos.