

**Ideation Phase**  
**Define the Problem Statements**

Date	3 Nov 2023
Team ID	NM2023TMID03749
Project Name	How to Create a Brand Promo Video Using Canva
Maximum Marks	2 Marks

**Customer Problem Statement Template:**

Problem Statement:

"To design and produce an engaging brand promo video using Canva, catering to our target audience, showcasing our unique value proposition, and adhering to our brand identity guidelines while maximizing the use of Canva's features and tools for a cost-effective and efficient video creation process."

This problem statement outlines the key objectives and constraints for creating a brand promo video using Canva, including the need to connect with the target audience, highlight the brand's unique selling points, maintain brand consistency, and leverage Canva's resources effectively.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					