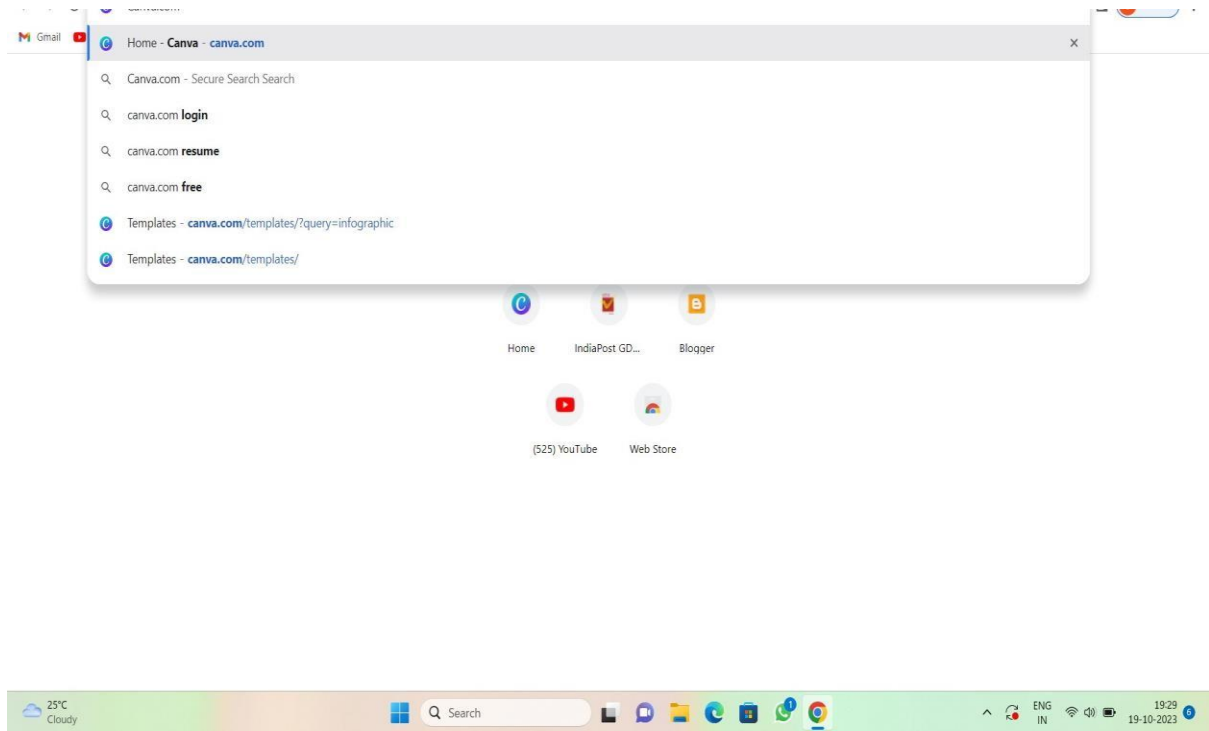


# PERFORMANCE AND FINAL SUBMISSION

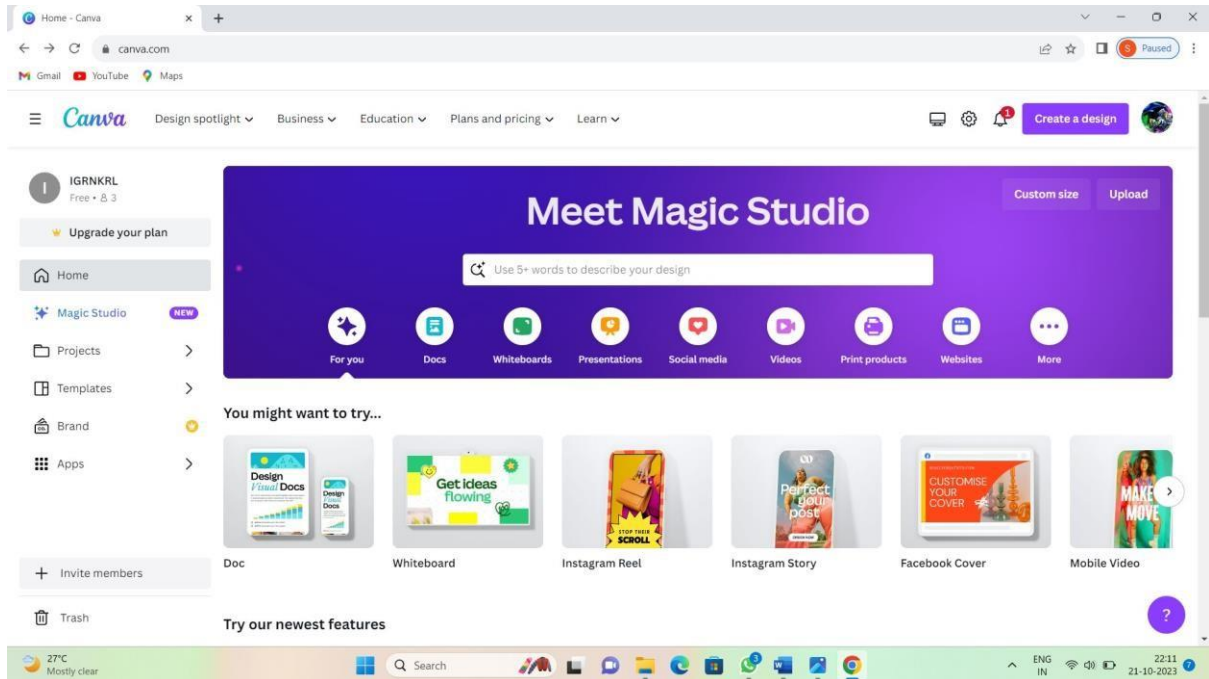
## PROJECT DOCUMENTATION

|                      |                                  |
|----------------------|----------------------------------|
| <b>NM ID</b>         | NM2023TMID02721                  |
| <b>Team Leader</b>   | B57E8183871279ABC7C41D2FF7CCCF16 |
| <b>Team Member 1</b> | 543C1609D231CB093C34281CBD083176 |
| <b>Team Member 2</b> | 670F008687AEA53A9B8449C5C601D6DF |
| <b>Team Member 3</b> | 0D541B6A1F2F4E3BE874726DF98BADC5 |
| <b>Title</b>         | Reel Design using Canva          |
| <b>Date</b>          | 03-11-2023                       |

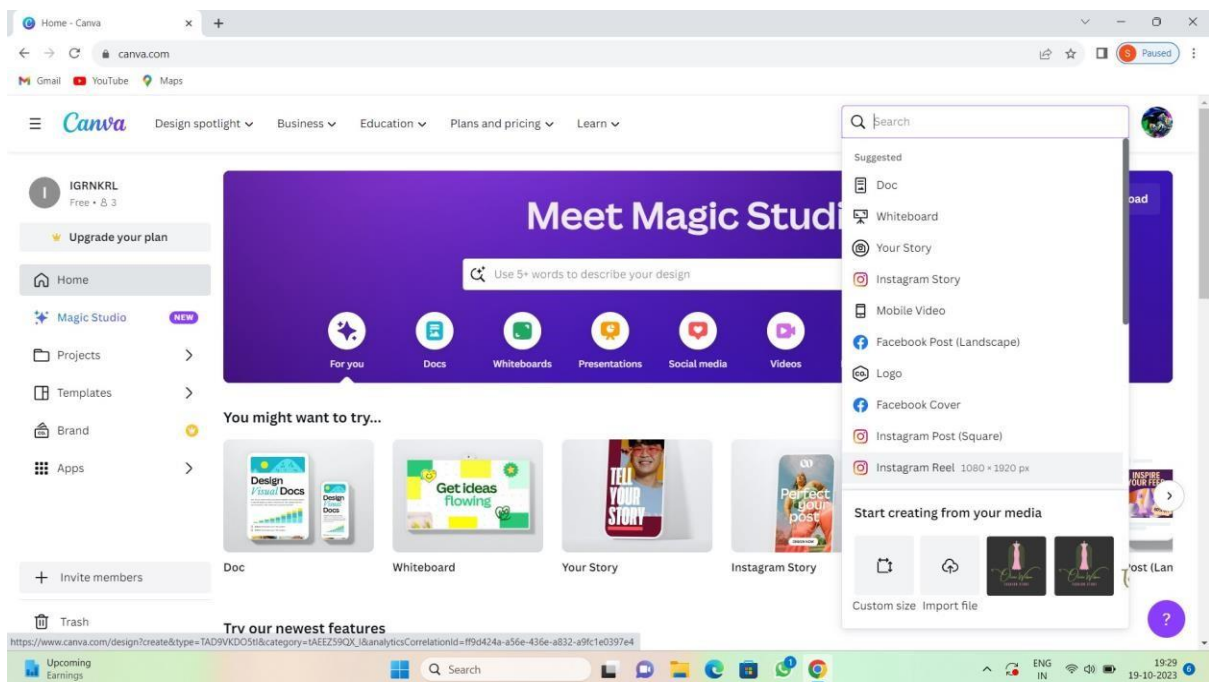
### Step 1: Navigation



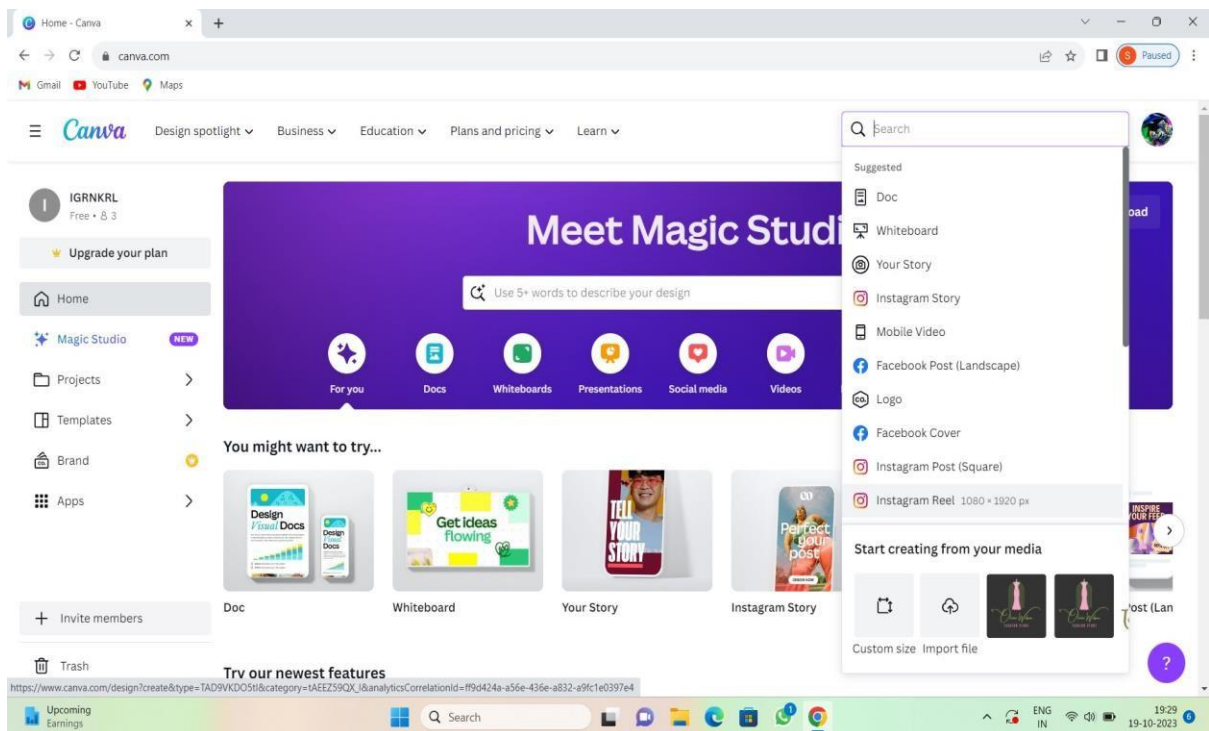
## Step 2: Sign in to a Canva



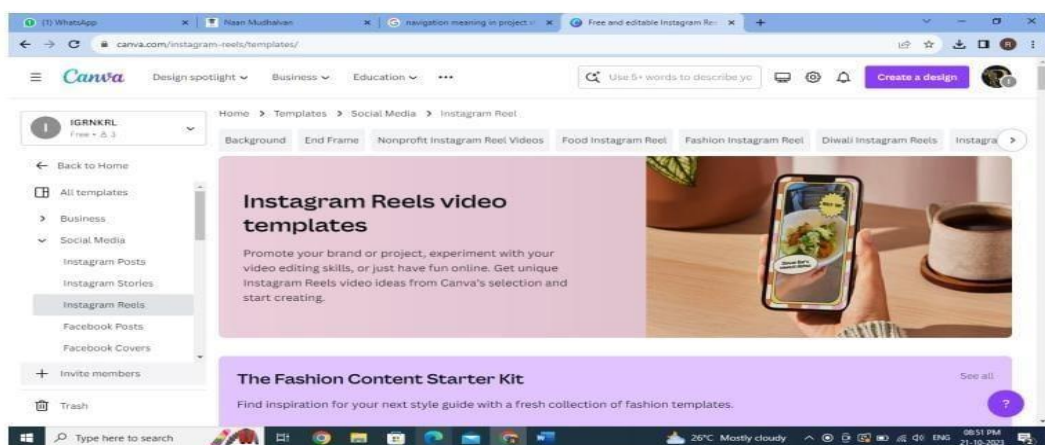
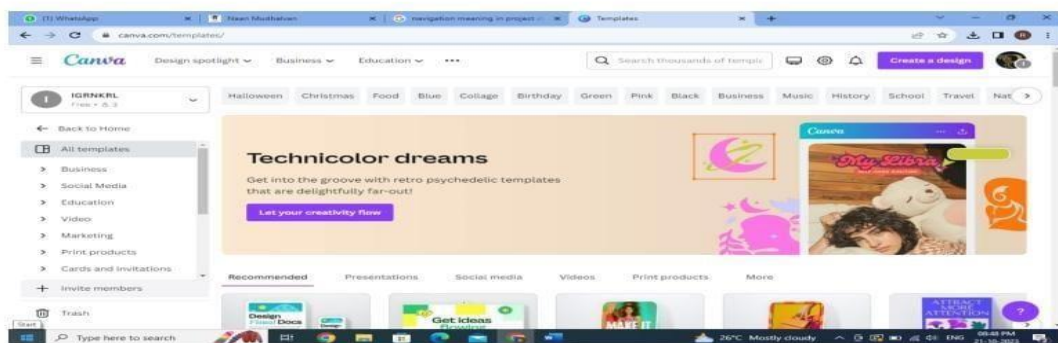
## Step 3: Create a Design

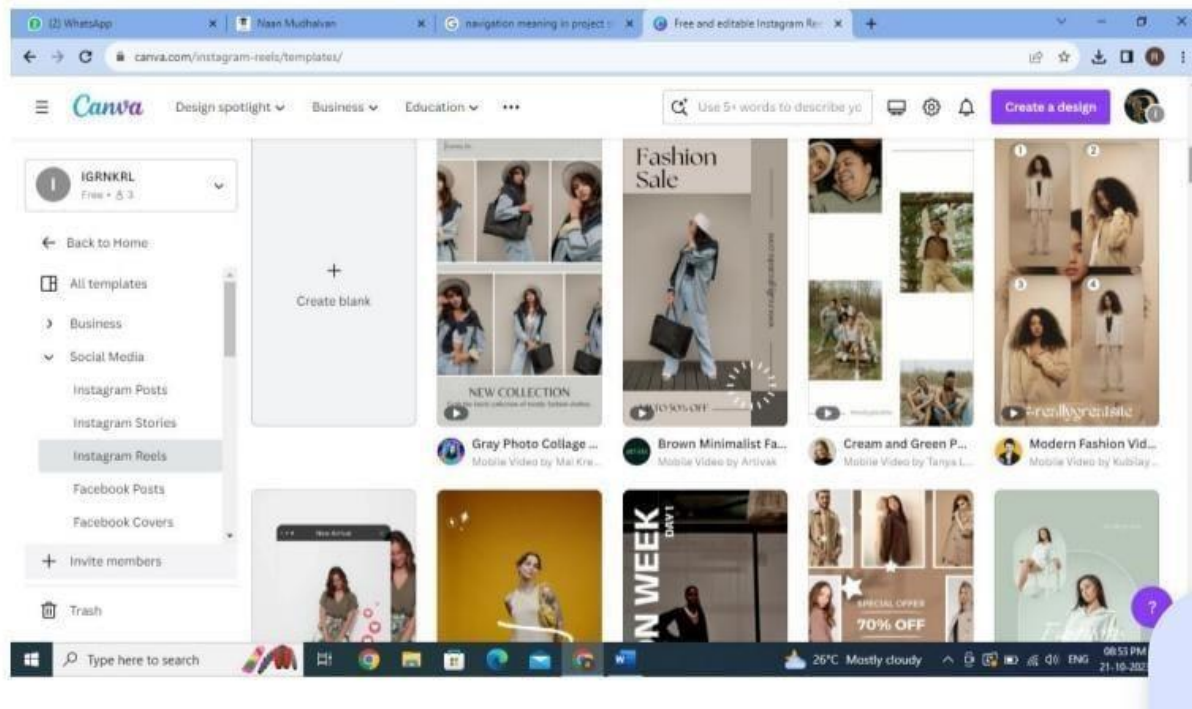


## Step 4: Search Instagram reel

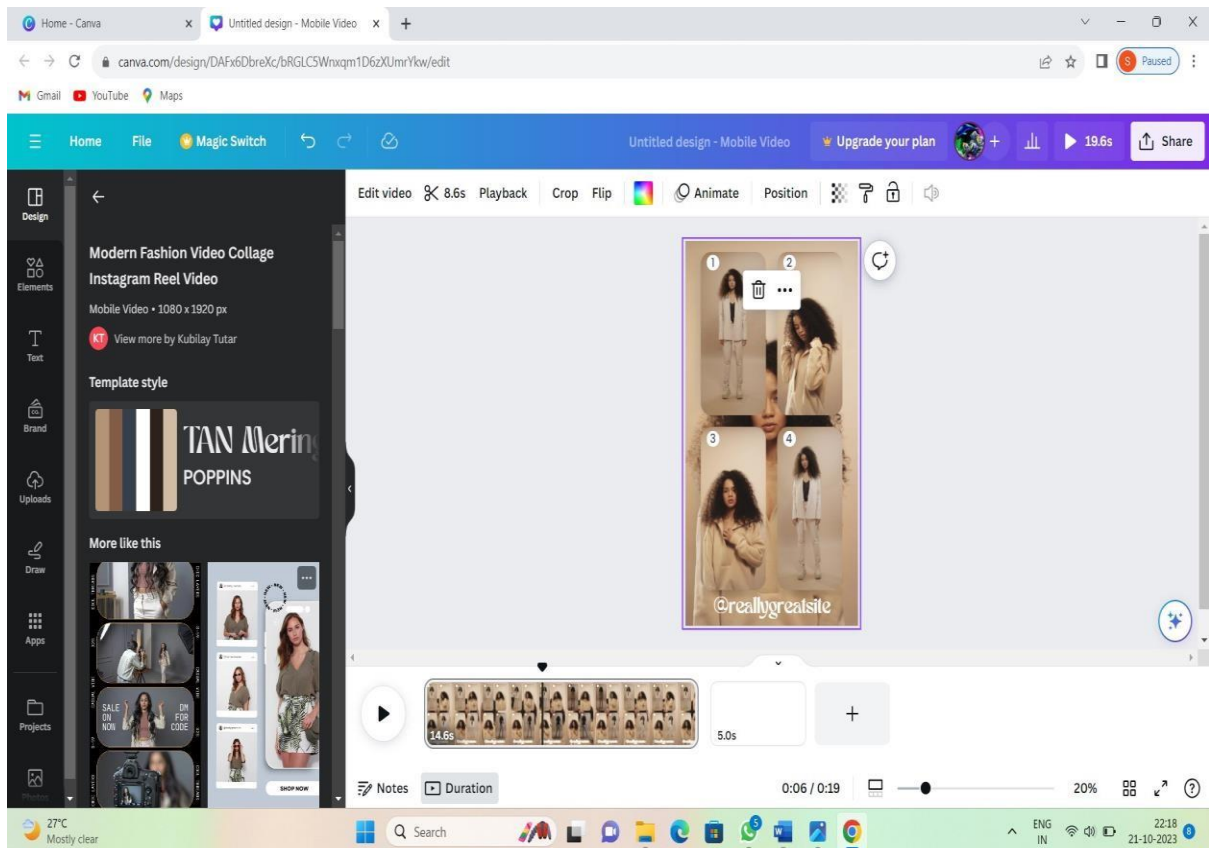


## Step 5: Search Template



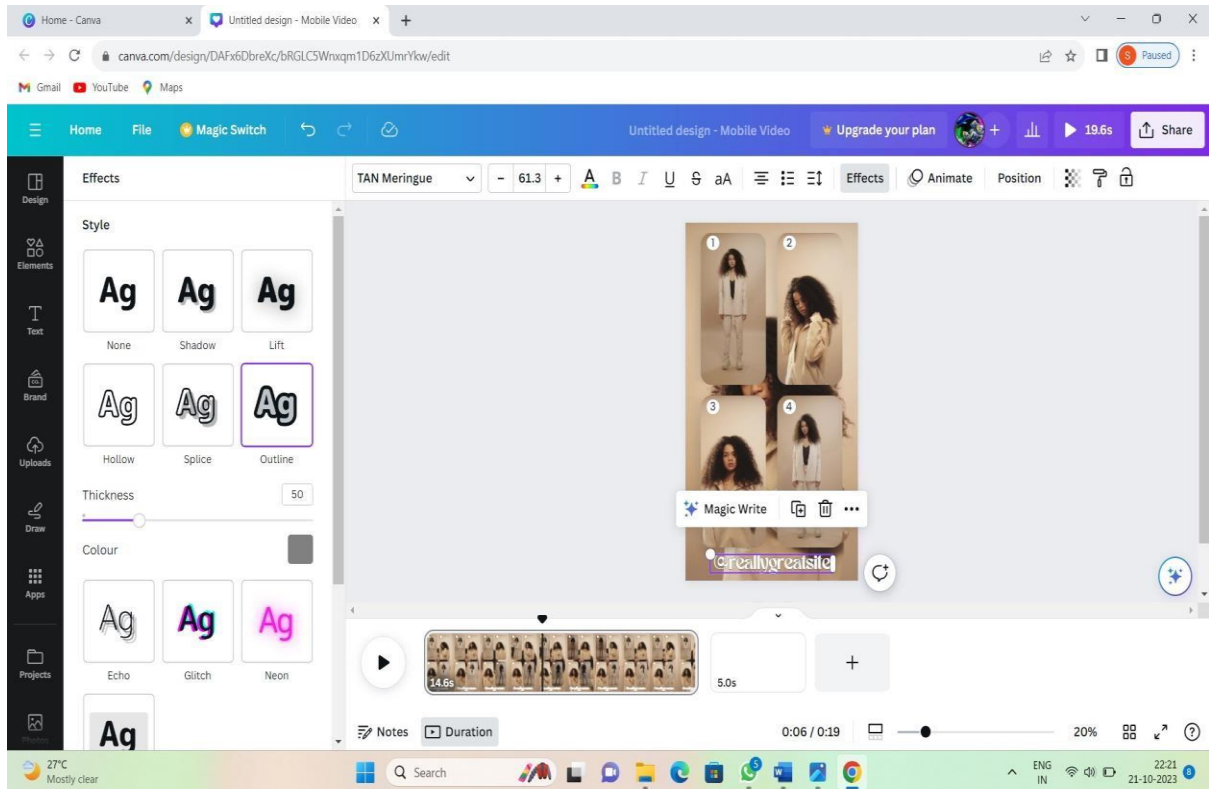


## Step 6: Add pages to the design

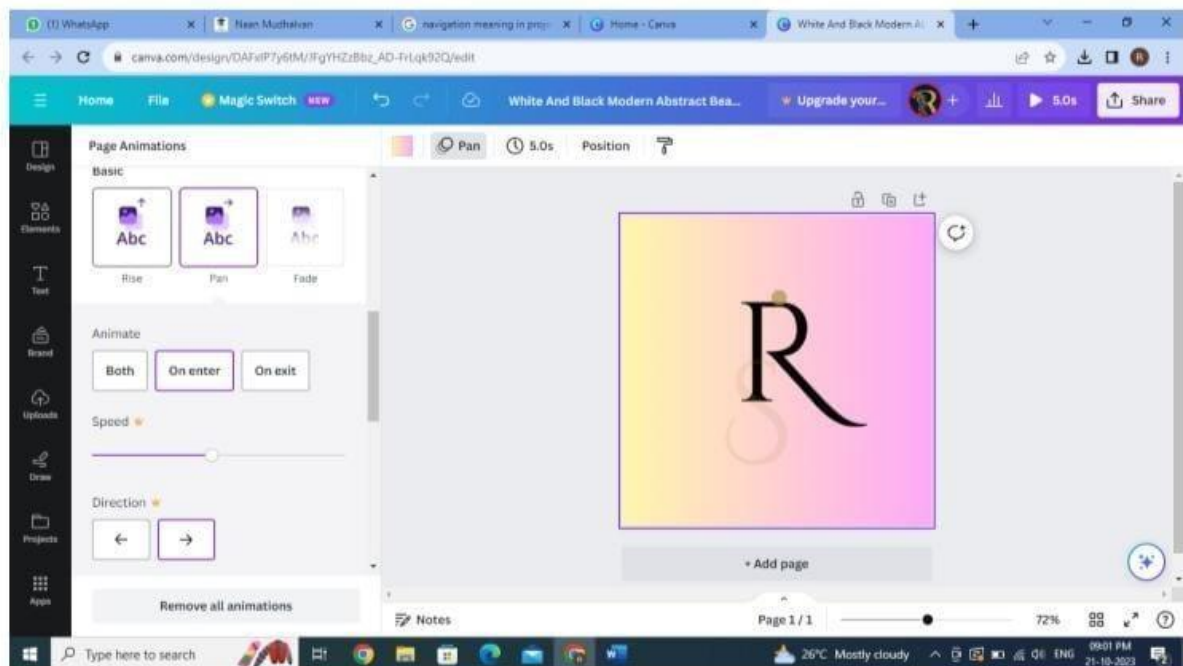




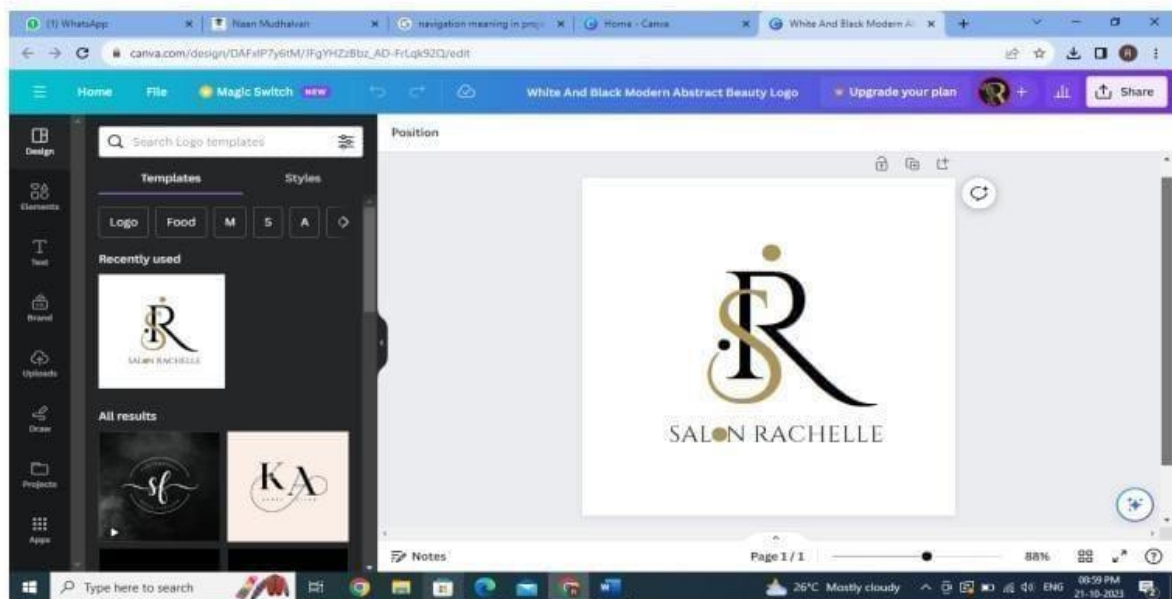
## Step 7: Edit Text Content



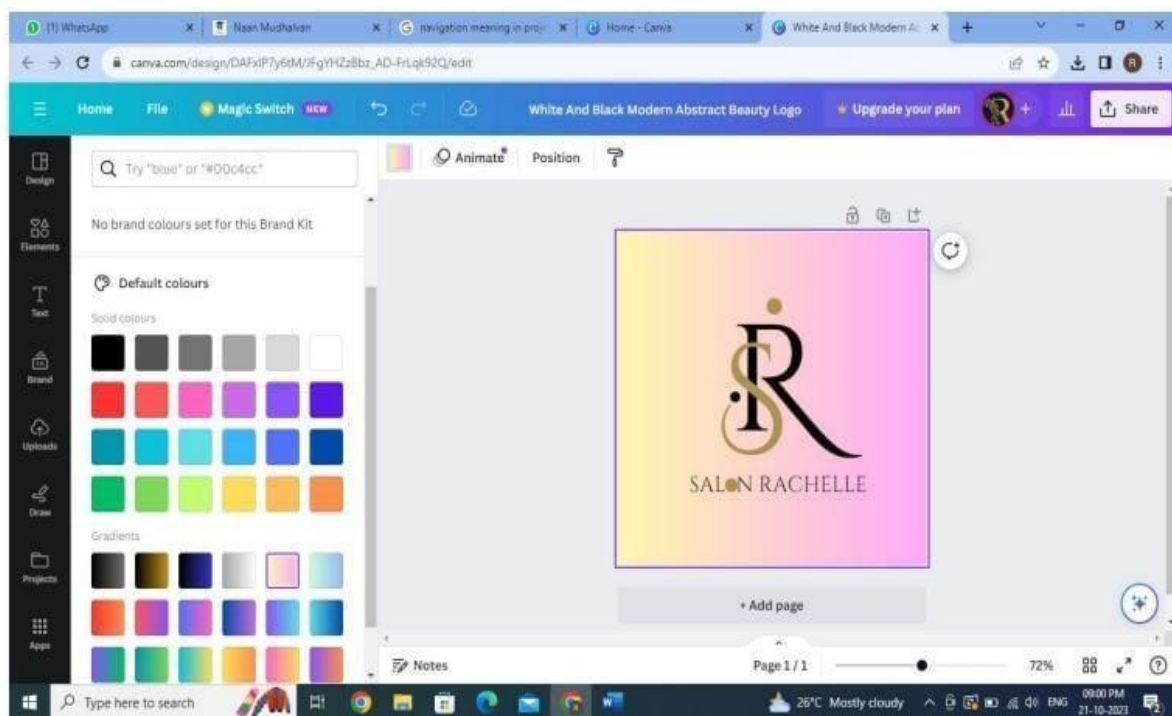
## Step 8: Add logo to your brand



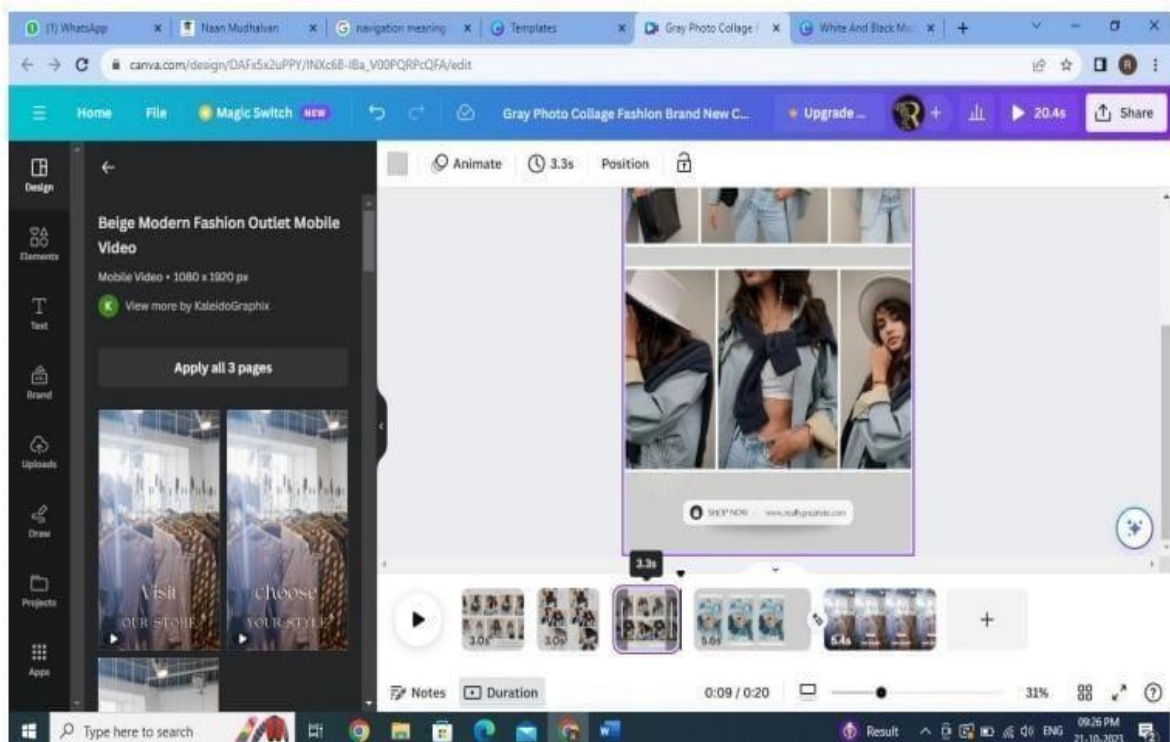
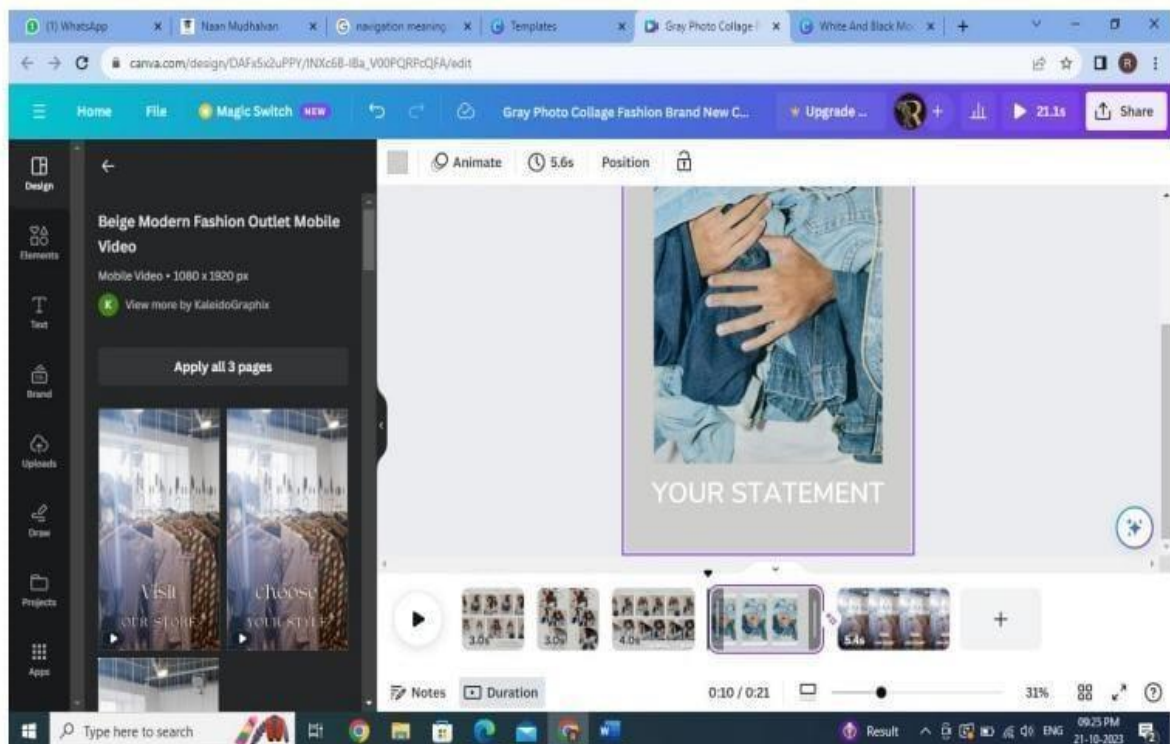
## Step 9: Add Background colour



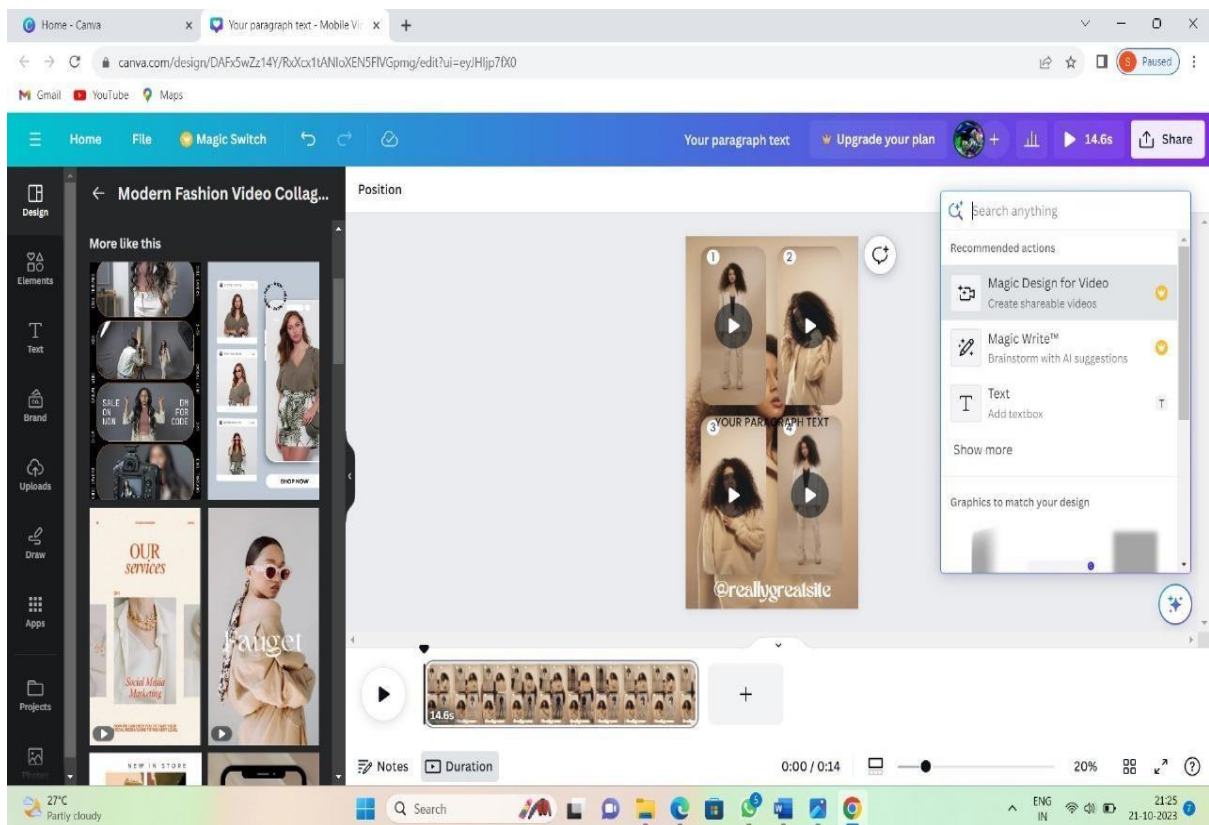
Background colour changes:



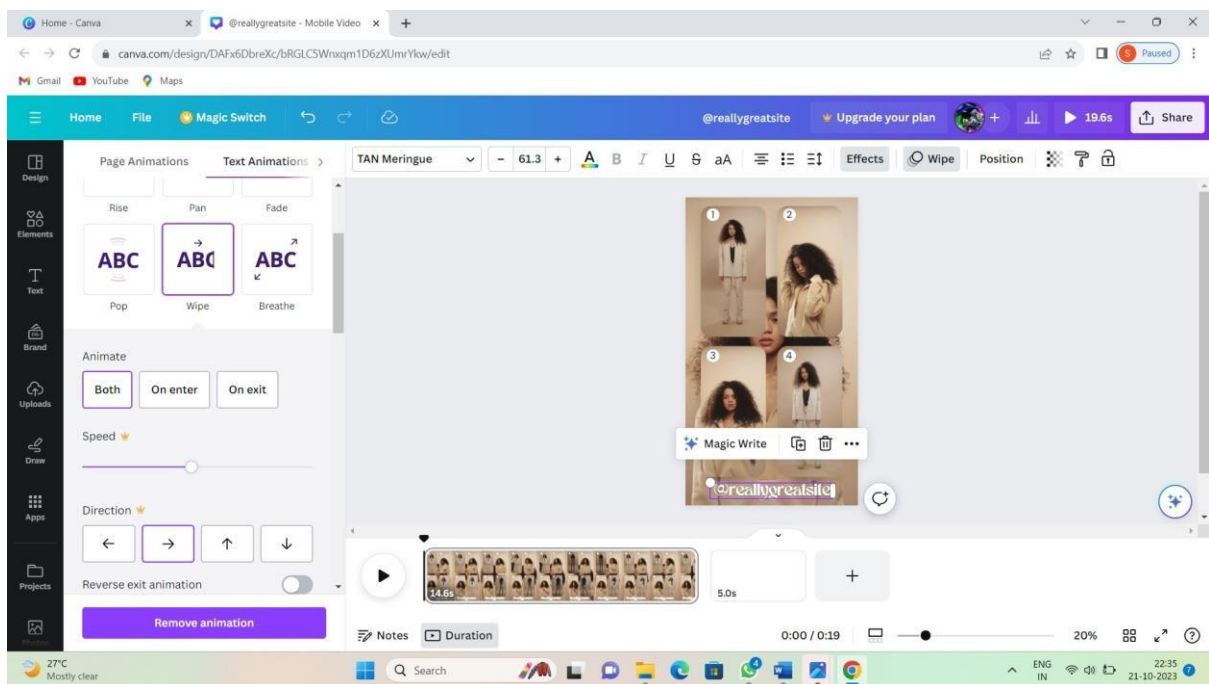
## Step 10: Increase or Decrease Page Length



## Step 11: Add Transition to your design

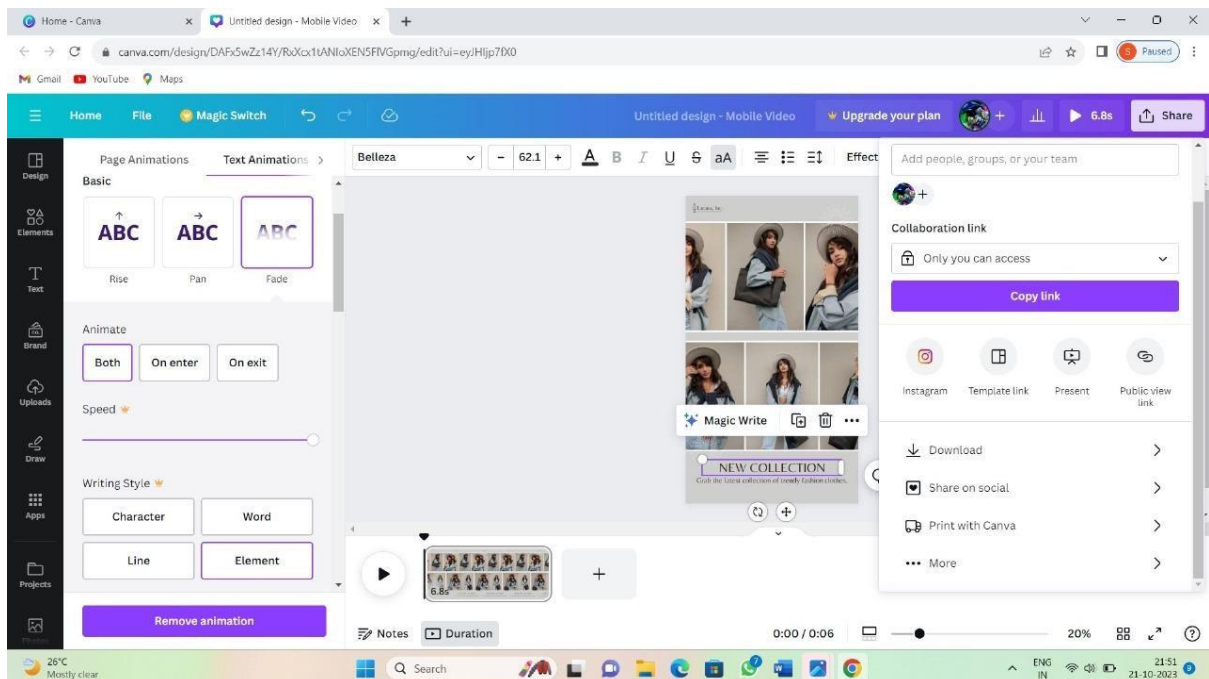
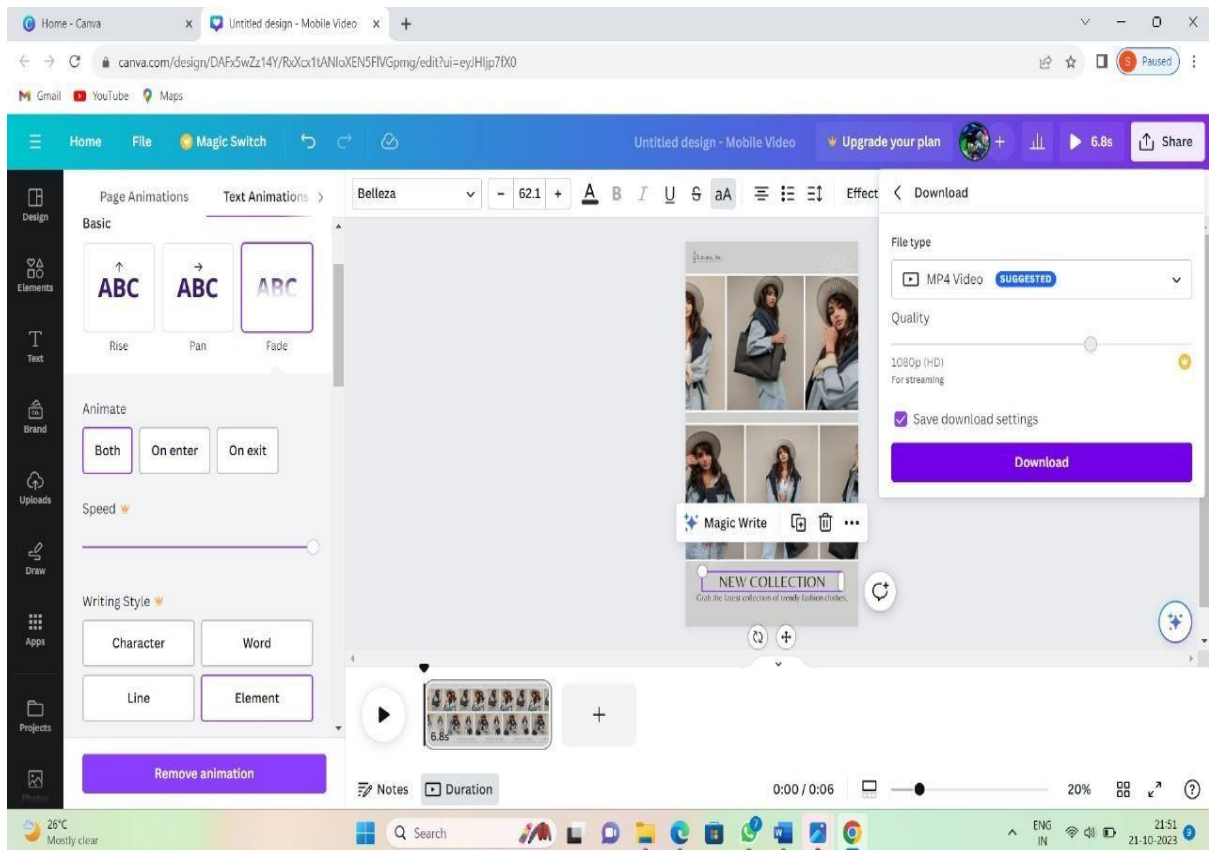


## Step 12: Add Text effects to your design





## Step 13: Share and download your reel design



# IDEATION PHASE

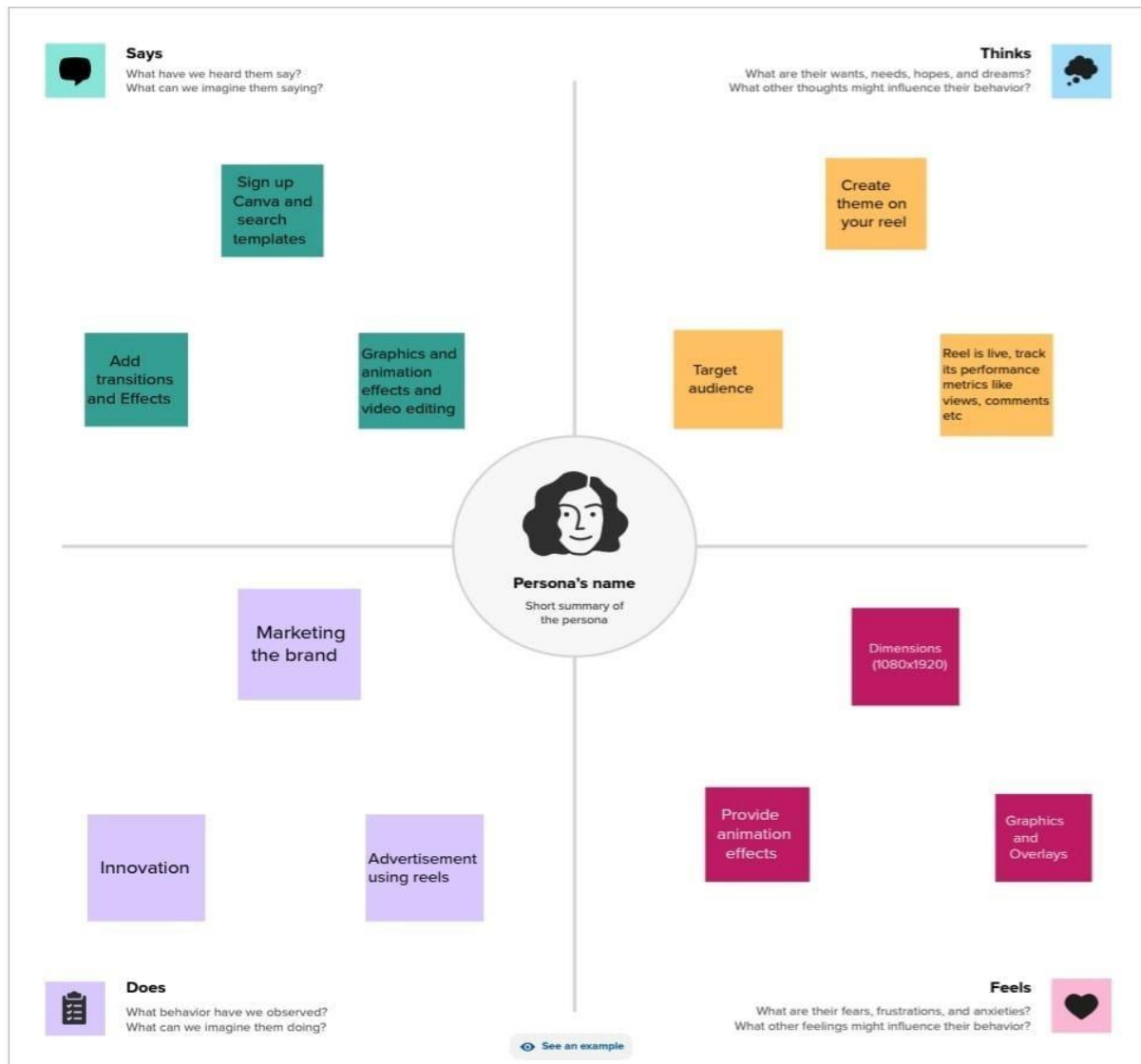
## DEFINE THE PROBLEM STATEMENT:

The screenshot shows a Miro board titled "Problem solving" with a yellow maintenance banner at the top stating: "Upcoming scheduled maintenance: Saturday, November 11, 2023 12:00 PM (your time). Miro will be unavailable for 3 hours." The board is divided into five colored rectangular sections, each containing a step in a process:

- We are** (light blue background): A pink box contains the text "Team members of Salon Rachelle clothing store."
- We are trying to** (medium blue background): An orange box contains the text "promote our business and increase our store sales."
- But** (orange background): A black box contains the text "Our clothing store is not known to many people and our sales are low."
- Because** (dark blue background): A light green box contains the text "Our advertisements in Facebook, Newspaper and posters are not reaching the people and less effective."
- Which makes us to use** (grey background): A purple box contains the text "Instagram Reels as our advertising platform to market our products and advertise. Along with it we are using Canva app for our editing purposes."

The Miro interface includes a top toolbar with icons for navigation, editing, and sharing, and a bottom status bar showing system information like time (11:47 AM) and date (03-11-2023).

## EMPATHIZE AND DISCOVER:



## BRAINSTORM & PRIORITIZE IDEAS:

## Brainstorm & idea prioritization

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

15 minutes to prepare  
 1 hour to collaborate  
 1-2 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.

15 minutes

**Team gathering**  
 Define who should participate in this session and send an invite. Share relevant information so you can all align.

**Set the goal**  
 What does the problem you're focusing on solving in this brainstorming session?

**Learn how to use the facilitation tools**  
 Use the Facilitation 3 components to run a happy and productive session.

Open session

### 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.

10 minutes

How might we [your problem statement]?

**Key rules of brainstorming**  
 To run an efficient and productive session:

- Keep it simple
- Encourage wild ideas
- Defer judgement
- Quantity over quality
- Don't be critical
- If possible, let it out

### Brainstorm

We'll do some key ideas that come to mind that address your problem statement.

10 minutes

For up to 10 ideas a group can work on the same problem and a facilitator can help them brainstorm.

| Facilitator              | Participant 1            | Participant 2            | Participant 3            | Participant 4            |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. What is the problem?  | 1. What is the problem?  | 1. What is the problem?  | 1. What is the problem?  | 1. What is the problem?  |
| 2. What is the goal?     | 2. What is the goal?     | 2. What is the goal?     | 2. What is the goal?     | 2. What is the goal?     |
| 3. What is the solution? | 3. What is the solution? | 3. What is the solution? | 3. What is the solution? | 3. What is the solution? |
| 4. What is the impact?   | 4. What is the impact?   | 4. What is the impact?   | 4. What is the impact?   | 4. What is the impact?   |

### Prioritize

Your team should be able to sit in the same room and share what's important about your ideas. Prioritize your ideas so the group can determine which ideas are important and which are feasible.

10 minutes

For up to 10 ideas a group can work on the same problem and a facilitator can help them brainstorm.

**Importance**  
 Rank of ideas based on how important they are to the problem. How?

**Feasibility**  
 Rank of ideas based on how feasible they are to implement. How?



## PROJECT DESIGN PHASE-PART1

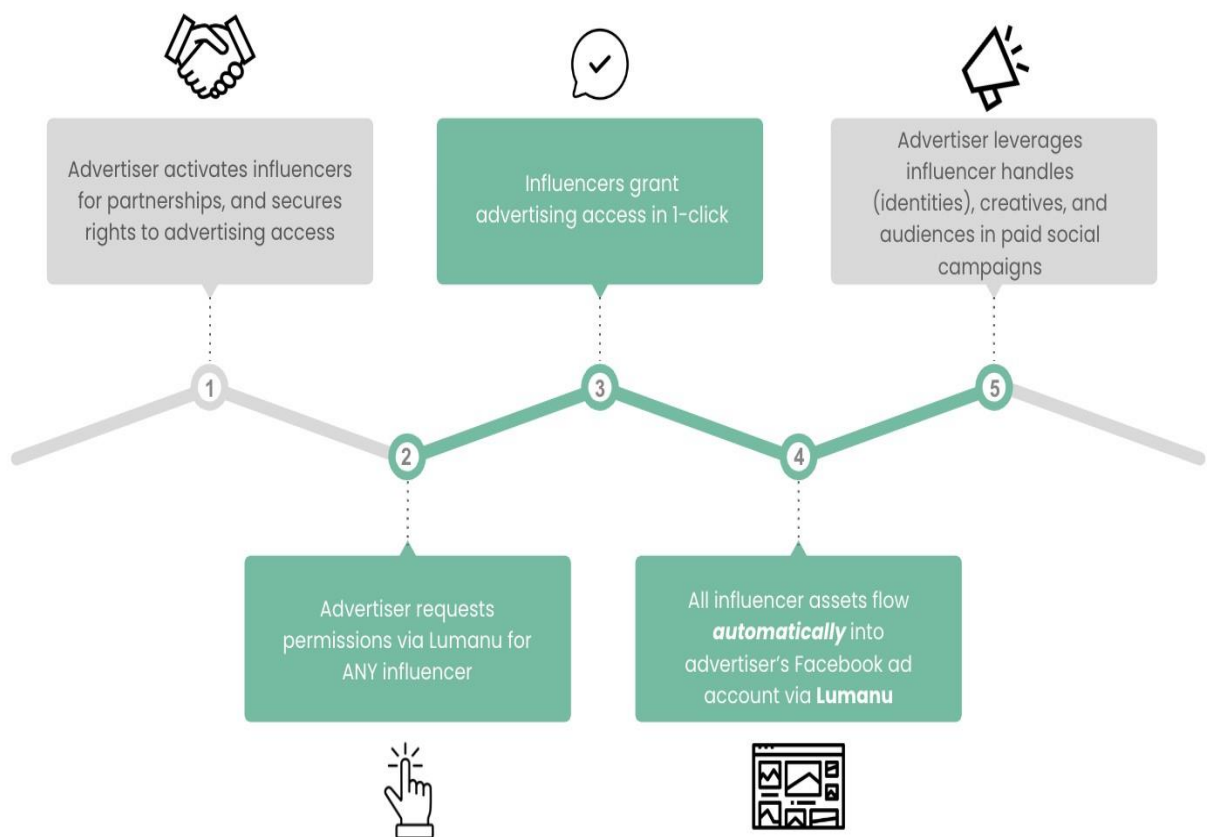
### PROPOSED SOLUTION:

|   |   |
|---|---|
| Who does the problem affect?            | Not using Instagram for marketing means missing out on a large audience, potential sales, and brand exposure, potentially putting you at a disadvantage compared to competitors who utilize the platform. However, it depends on our specific business goals and audience whether it is necessary.  |
| What are the boundaries of the problem? | The problem's boundaries consider the competitive landscape, Scope, Impact like competitive disadvantage, Context that could potentially benefit from Instagram as a marketing tool and finally business's specific goals and target audience.  |
| What is the issue?                      | <p>The issue is the decision to not use Instagram for marketing, which can have consequences for business in terms of missed opportunities to reach a large audience, reduced brand exposure, and potential competitive disadvantages.</p> <p>The issue stems from the choice not to leverage this social media platform as part of marketing strategy.</p> |

|   |  |
|---|--|
| <p>When does the issue occur?</p>                   | <p>The issue of not using Instagram for marketing can occur at any time when a business or organization makes the decision to exclude Instagram from its marketing strategy.</p> <p>This decision can happen during the initial marketing planning stage, or it may occur as a result of a change in strategy at any point in the business's existence.</p> <p>It's not limited to a specific time frame and can be a strategic choice made at any time.</p> |
| <p>Where is the issue occurring?</p>                | <p>The issue of not using Instagram for marketing can occur within a business or organization when they are developing or revising their marketing strategy.</p> <p>It takes place in the decision-making process within the company, typically involving marketing managers, executives, or the</p>   |
|   | <p>individuals responsible for shaping the marketing approach.</p> <p>The decision not to use Instagram for marketing is internal to the organization and is made within its marketing or strategic planning department.</p>   |
| <p>Why is it important that we fix the problem?</p> | <p>Fixing the problem of not using Instagram for marketing is important because it can help you reach a larger audience, stay competitive, increase brand exposure, engage with customers, boost sales, and align with current marketing trends. However, it depends on your business goals and audience whether it's a critical issue to address.</p>   |

## SOLUTION ARCHITECHTURE:

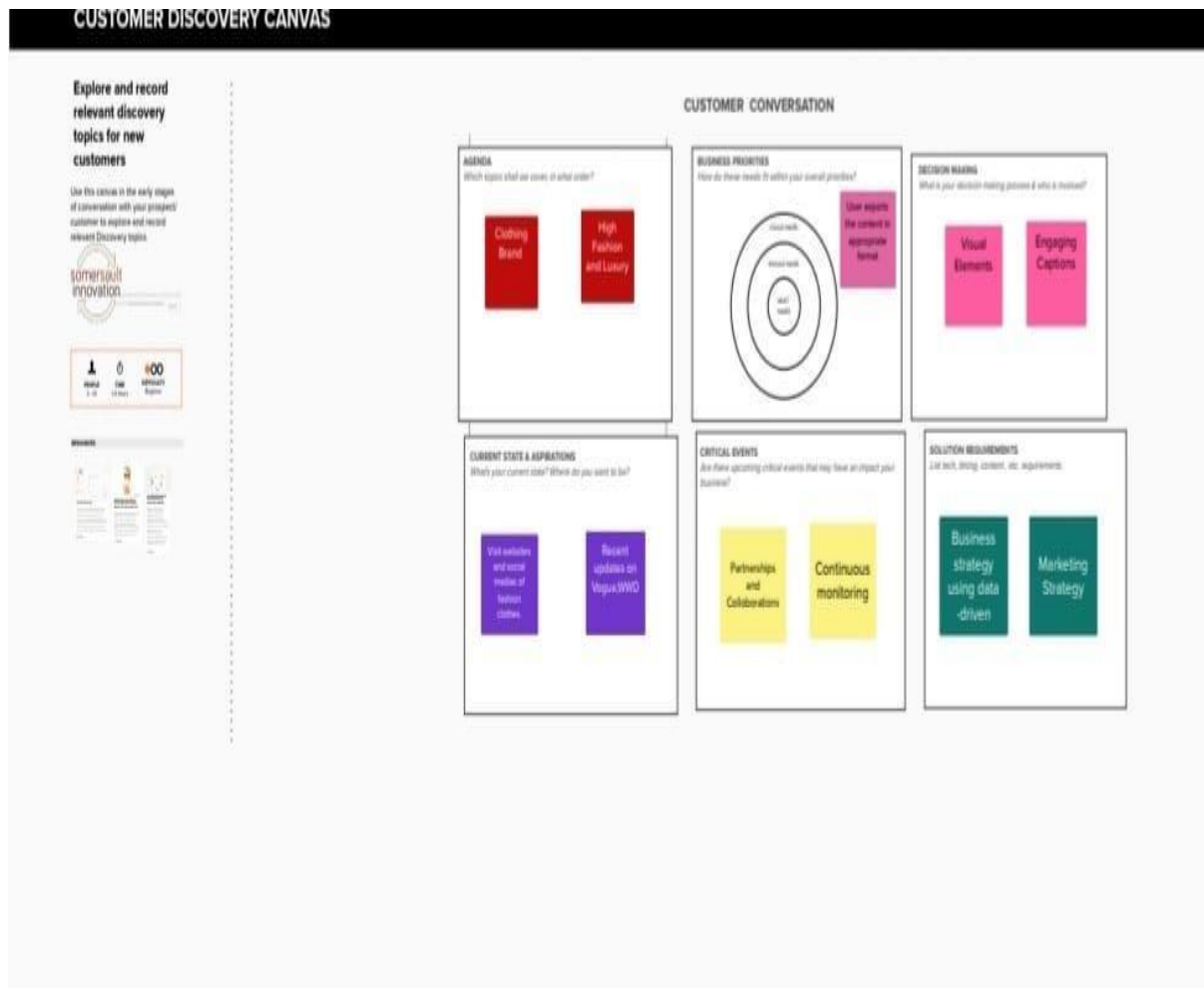
An effective Instagram marketing strategy revolves around clear goal setting, audience understanding, and content planning. It entails optimizing your profile for visibility, maintaining visual consistency, and using relevant hashtags. Engagement with your audience through comments, stories, and live videos fosters a sense of community. Collaborations with influencers or brands can expand your reach, while Instagram ads offer targeted exposure. Regularly analyzing Insights helps refine your approach. A strategic posting schedule, user-generated content promotion, and clear calls-to-action are essential. Continuous monitoring and adaptation are crucial for success. Staying informed about Instagram's features and trends ensures your strategy remains current and engaging. Overall, a well-rounded Instagram marketing strategy balances creativity with data-driven decisions to connect with your target audience and achieve your business objectives.



## PROJECT DESIGN PHASE-PART2

## DETERMINE THE REQUIREMENTS (CUSTOMER JOURNEY MAPS):

A customer journey map is a visual representation of a customer's interaction with a brand, products or service. It shows the various states of customers interacting with company.

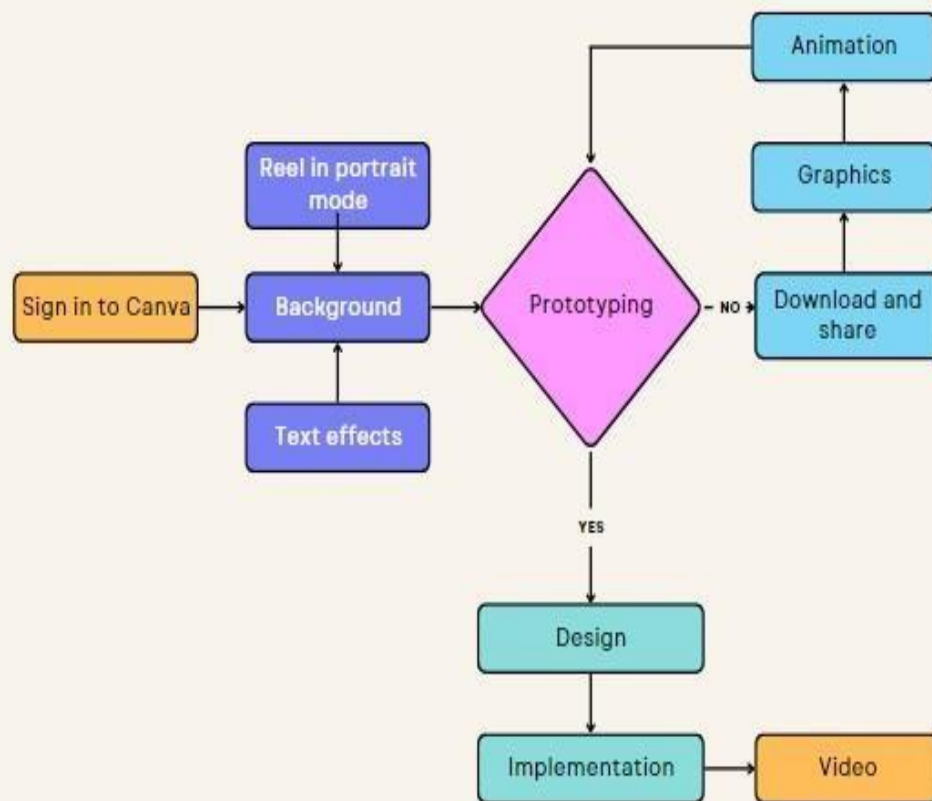




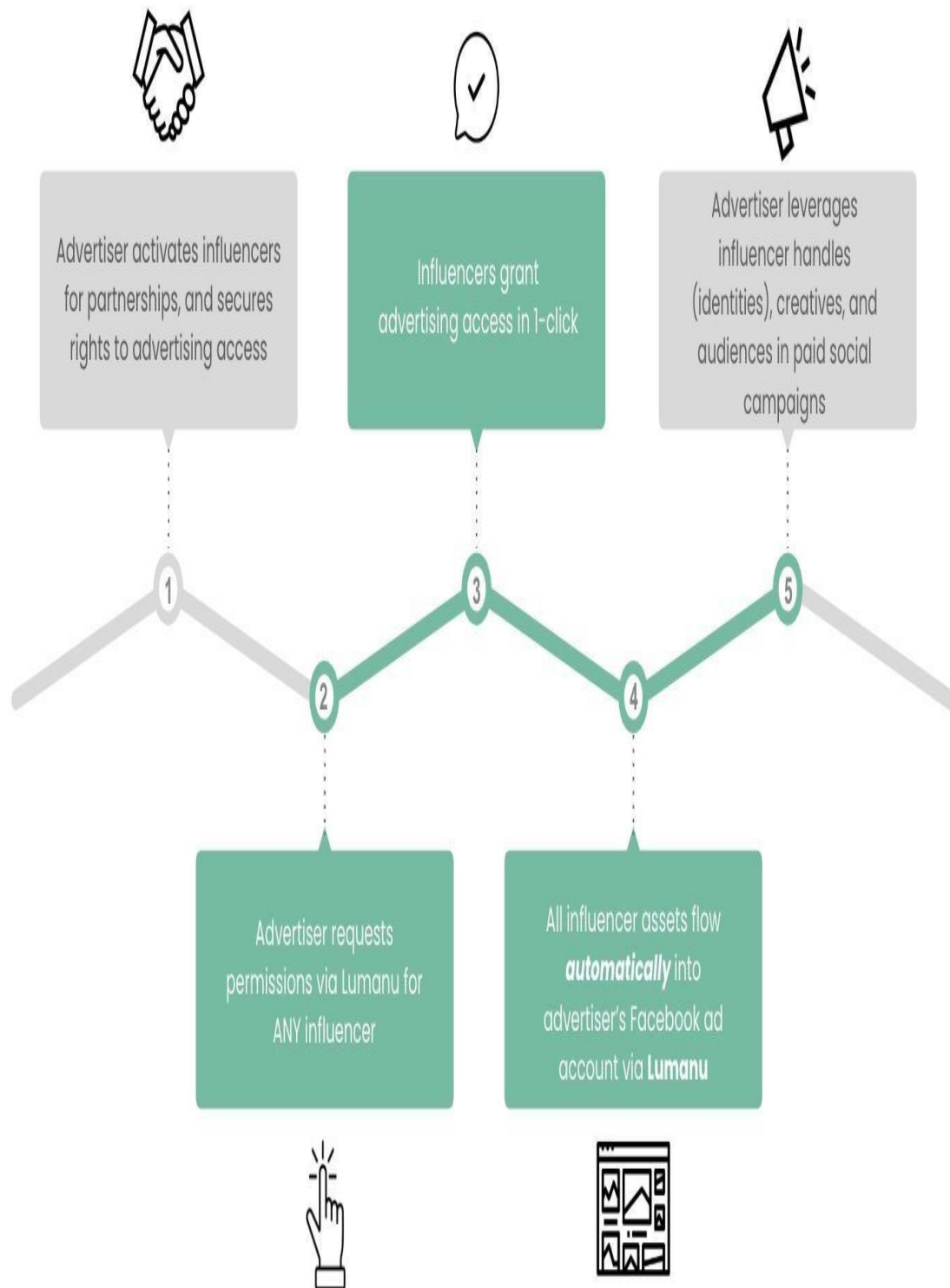
## **REQUIREMENT ANALYSIS:**

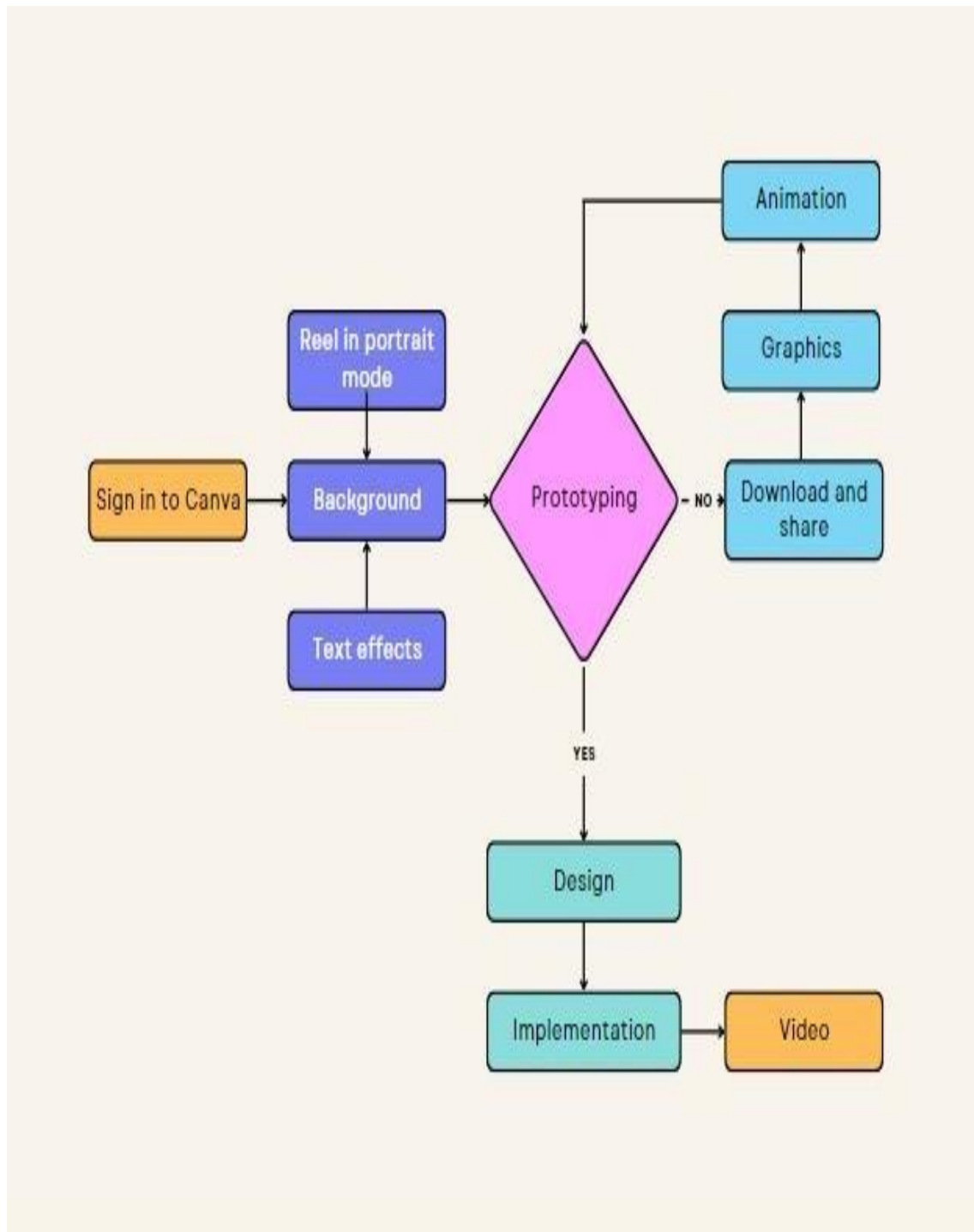
### **REQUIREMENTS:**

1. Get started with our customizable reel templates and polish your clips with our intuitive video editor. Use our beginner-friendly tools and graphic elements from our free media library to take your reel to the next level. Effortlessly make changes by dragging and dropping pictures, vectors, and music tracks to your reel.
2. Instagram has tools and features for users to create stunning reels, but if you're looking to stand out, head over to Canva's free Instagram Reels creator.
3. It's challenging to keep track of all the content you publish for yourself, your clients, or your brand. But with our Instagram reel maker, you can bet that, even in a rush, you can still produce multiple high-quality reels.



## TECHNICAL ARCHITECTURE:





**Fig: Technical Architect**



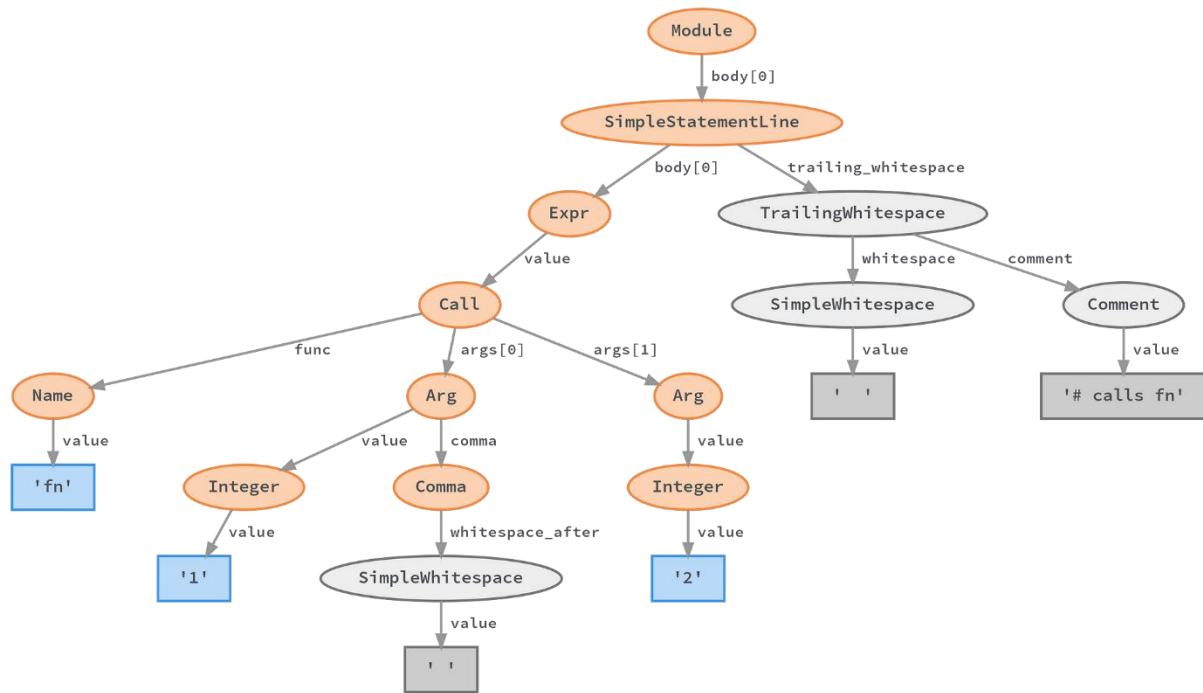
## **OPENSOURCE FRAMEWORKS:**

Instagram, the popular social media platform, has open-sourced several software projects and frameworks, contributing to the broader developer community. Notable among these is

React Native, a mobile application framework developed and maintained by Facebook, Instagram's parent company. Instagram employs React Native in its app development, making it widely adopted by other developers.

Instagram also open-sourced Pyre, a Python type-checking tool designed to enhance code reliability. IGListKit, another open-sourced project, facilitates efficient list creation and management on iOS. Spectrum, an image processing library, aids developers in optimizing and transforming images. While not directly open-sourced, Instagram used the Boomerang library for creating looped video clips within the app.

Additionally, Gilis'd is a library for updating lists efficiently. It is important for Instagram's dynamic content feed. Instagram's open-source contributions have fostered innovation and efficiency in the development community, with these projects serving as valuable resources for developers worldwide. Please verify the current status and additional open-source initiatives, as the landscape may have evolved since my last update in January 2022.



Canva's business model relies on a subscription-based service, which includes access to premium design elements and features. They have, however, offered integrations and APIs that allow developers to build on top of the Canva platform to create custom solutions or extend its functionality. These integrations can be used for various purposes, such as creating custom templates or automating design processes within Canva.

| Problem  | Solution   | Unique Value Proposition  | Community Relationships   | Users   |
|--|--|---|---|---|
| What problem are you trying to solve for your users?<br><br><u>Open source considerations</u><br>Why is the solution open source?<br>• To provide free offering?<br>• To build up community?<br>• Other reasons? | What is the solution?<br><br><u>Open source considerations</u><br>Independent versus Foundation?<br>Which License?   | What is the promise of your project?<br><br>Open source considerations<br>Does the fact that it is open source contribute to the uniqueness of your offering?<br>How? | What are strategic relationships that are critical to building up your community?<br>• Contributors<br>• Project evangelists<br>• Thought leaders<br>• Integrations with other projects                           | Describe a typical user of your project<br><br><u>Contributors</u><br>Who are users that are most likely to contribute to your project – Super Users? |
|  | <u>Activities</u><br><br>What are the inbound and outbound activities you will carry out to encourage engagement with the project (e.g. conferences, blog posts, social media etc.)? |   | <u>Channels</u><br><br>Through which channels will you reach your users?<br>• Collaboration partners who will distribute/expose project<br>• Web, Social media etc.<br>• Face to face (meetups, conferences etc.) |   |

## THIRD PARTY API'S:

**1.Basic Display API:** This API allows developers to access non-public information on Instagram for the purpose of displaying it in their own apps or websites. It's primarily used for embedding Instagram content on websites, and it requires an Instagram Business or Creator account. Users can obtain an access token for this API, but it doesn't provide full access to Instagram's features.

**2.Graph API:** The Instagram Graph API is more extensive than the Basic Display API and provides access to a wider range of features and data on Instagram. It allows businesses and creators to manage their profiles, schedule posts, and engage with their audiences. This API is designed for developers building tools for Instagram Business and Creator accounts.

**3.Manually import or incorporate the third-party data:** Once you've retrieved the data from the third-party API, you can manually incorporate it into your Canva design. This might involve copying and pasting text or images into your Canva project.

**4.Customize and style the design:** Use Canva's features to style and format the design as needed.

**5.Download or share your design:** Once your design is complete, you can download it in your preferred format (e.g., JPEG, PNG, PDF) or share it directly from Canva to your intended platform.

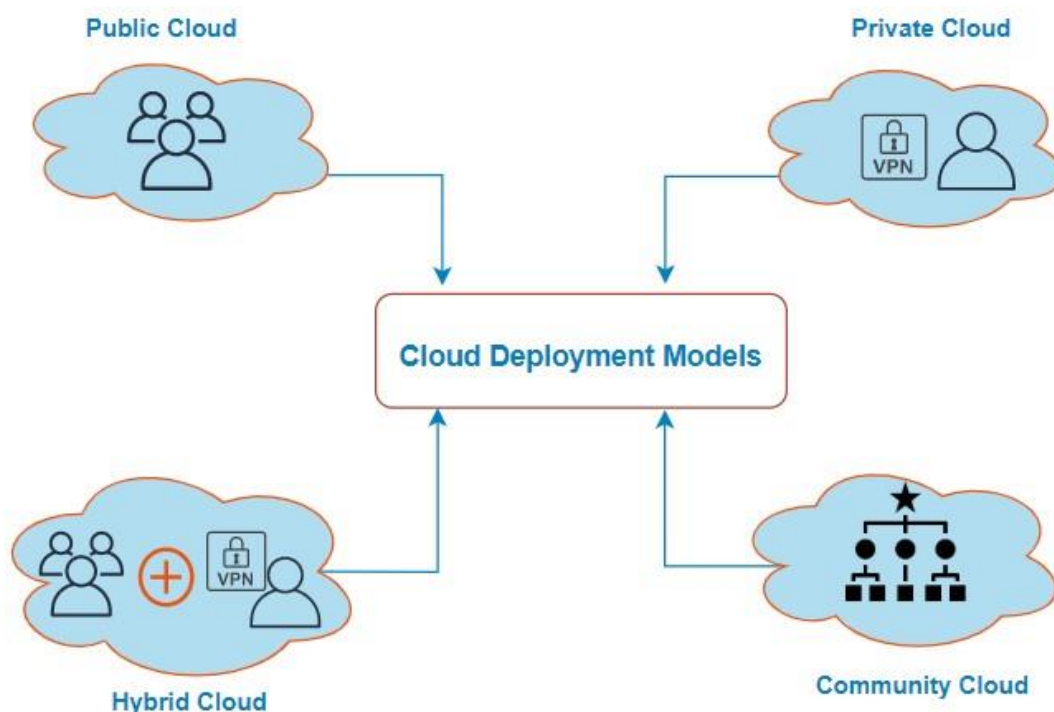
Remember that the specific steps and tools you'll use to integrate third-party data can vary depending on the API and the type of content you want to include in your design. Additionally, the capabilities of Canva may have evolved since my last update, so it's worth checking the official Canva website or contacting their support for the latest information on third-party integration options.

## CLOUD DEPLOYMENT:

Instagram, a leading social media platform, relies on a sophisticated cloud deployment infrastructure to deliver its services to millions of users worldwide. While precise details are not publicly disclosed, it's possible to outline the key elements of their cloud deployment strategy.

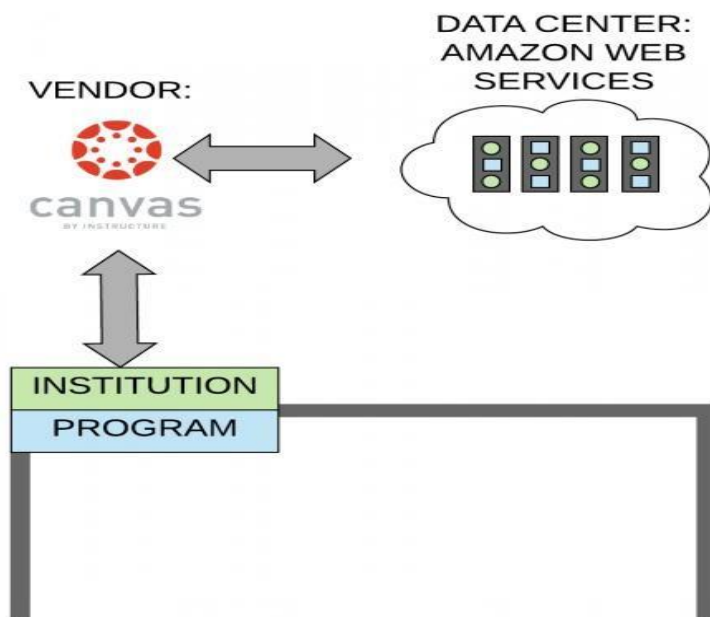
Instagram likely employs a cloud service provider, such as Facebook's extensive infrastructure, to host its services. Load balancers evenly distribute incoming traffic across multiple server instances, ensuring resource efficiency and handling traffic surges. A Content Delivery Network (CDN) helps serve media content quickly by minimizing latency.

Distributed storage solutions and databases are used for user data and media, while caching optimizes performance by storing frequently accessed data. A microservices architecture enables scalable, independent development and deployment of various features.





Canva, the graphic design platform, likely employs a major cloud service provider, uses load balancing, distributed storage, Content Delivery Networks, and microservices. Auto-scaling optimizes resource usage, and security measures protect user data. Real-time monitoring and analytics tools are essential for performance tracking and issue resolution. While specific details are not publicly disclosed, these general cloud deployment principles align with industry standards and practices. Canva's infrastructure may evolve over time to adapt to changing demands and technologies.



## **PROJECT DEVELOPMENT PHASE**

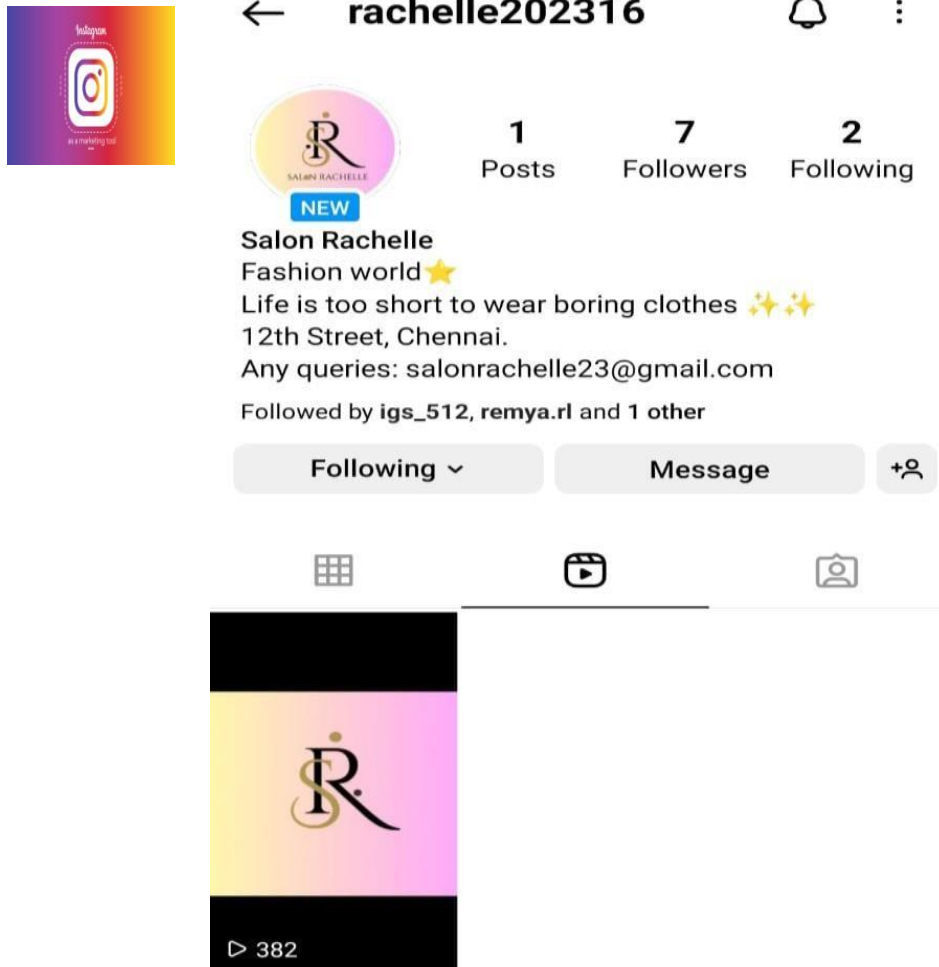
### **NUMBER OF FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION:**

The two main solutions we have used to overcome our problems are first using Instagram as our advertising and marketing platform and secondly to create content in this we are using Canva app for designing posters, Creating reels and other needs of ours.

Instagram Reels is a feature within the Instagram platform designed for creating and sharing short-form video content. With a typical video length of 15 to 60 seconds, Reels provides a space for users to express their creativity and engage their audience.

It offers an array of creative tools, including the integration of a vast music library, special effects, text, and filters, allowing users to produce visually appealing and entertaining content. Reels also comes with editing capabilities such as speed control, timer, and align, enabling users to craft polished videos.

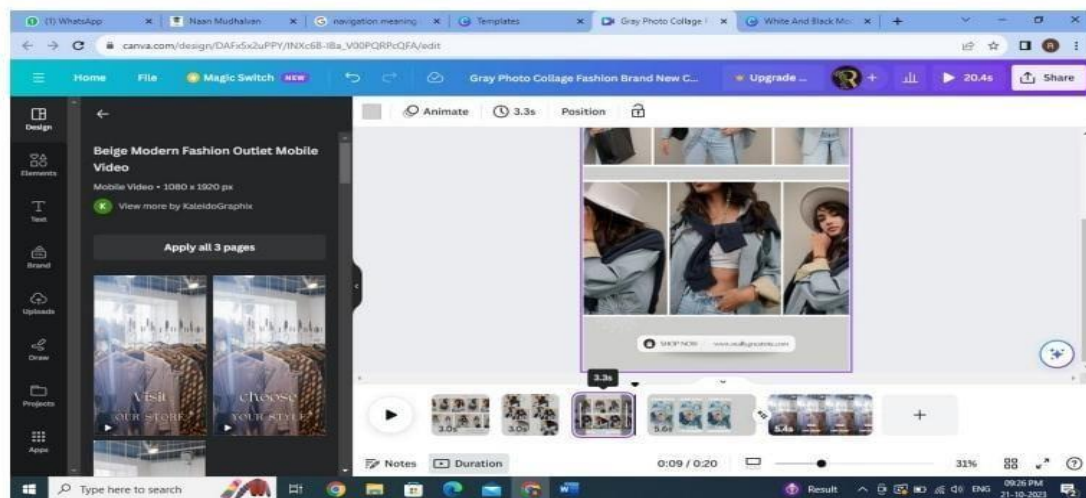
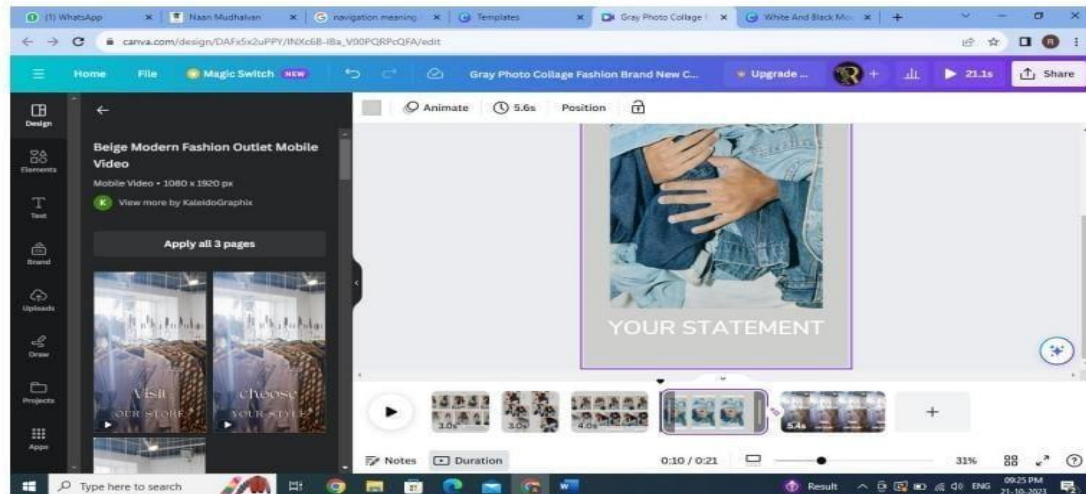
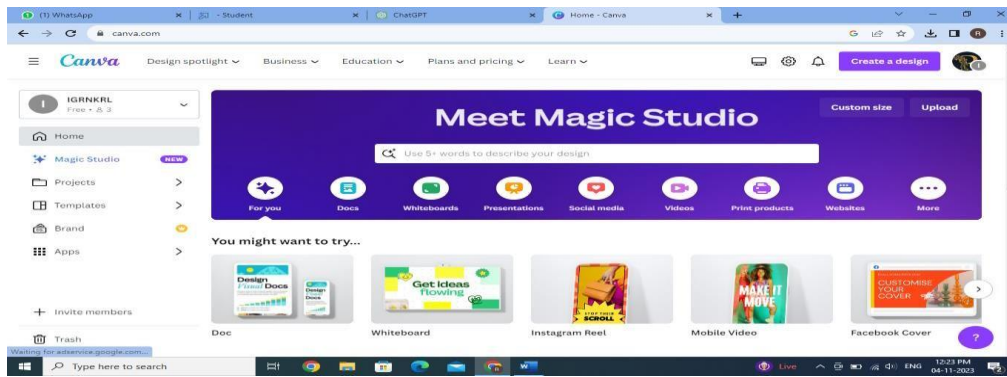
The content created on Reels can range from tutorials, comedy skits, and music performances to product demonstrations. It is a versatile tool, and its prominence on the Instagram platform, including the Explore page, makes it discoverable by a broad audience. Additionally, businesses can leverage Reels as a marketing tool to promote products and engage with their customer base through short, engaging video content.



Canva, the graphic design and publishing platform, didn't have a direct feature for creating Instagram Reels or other short-form videos. Canva primarily focuses on static graphic design, such as images, posters, and presentations.

To create Instagram Reels, you typically use Instagram's own app or a dedicated video editing software. Instagram provides tools for recording and editing Reels directly in the app, including features like adding music, text, effects, and transitions to your videos.

If you want to create Reels with Canva, you can use Canva to design static content, such as graphics or text overlays, and then incorporate them into your Reels when editing the video within the Instagram app or another video editing tool.



## CODE LAYOUT, READABILITY AND REUSABILITY:

**Create a Developer Account:** Go to Instagram's developer portal and create a developer account.

**Create an App:** Register your application and get an API key or access token.

**Use an API Library:** Many programming languages have libraries or SDKs that make it easier to interact with Instagram's API. For example, you can use Python with libraries like instabot or instagram\_private\_api.

### CODING:

```
from instabot import Bot = Bot ()
```

```
bot.login (username="your_username",  
password="your_password") media_id =  
"1234567890123456789" actual media ID bot.  
like(media_id) import requests
```

```
# Define the API endpoint URL
```

```
api_url = "https://jsonplaceholder.typicode.com/posts/1"
```

```
# Make a GET request to the API response =  
requests.get(api_url)
```

```
# Check if the request was successful (status code 200) if response.
```

```
status_code == 200: # Parse the JSON response data = response.
```

```
Json () print ("Title:", data['title']) print ("Body:", data['body']) else:
```

```
print ("Request failed with status code:", response.
```

```
status_code)
```

## **UTILIZATION OF ALGORITHMS, DYNAMIC PROGRAMMING, OPTIMAL MEMORY UTILIZATION:**

Designing reusable components in Canva for creating Reels or any other content can help you maintain a consistent and cohesive look across your designs.

### **1.Create Templates:**

Start by creating template designs for your Reels with common elements like backgrounds, text styles, and colour schemes. Save these templates as your starting point for future designs.

### **2.Use Shared Elements:**

Canva allows you to create and save individual elements (like logos, icons, or images) as part of your brand kit. Utilize these shared elements in different designs to maintain consistency.

### **3.Text Styles:**

Create and save text styles that match your brand's fonts and colours. This ensures that your text elements in different Reels have a consistent look.

### **4.Colour Palette:**

Define and save your brand's colour palette. Use these colours consistently throughout your designs to establish a strong visual identity.

### **5.Reuse Design Elements:**

When working on a new Reel, don't start from scratch. Instead, duplicate a previous design or use elements from a template and modify them as needed.

### **6.Organize Your Designs:**

Keep your Canva projects organized. Use folders to group related designs and templates together for easy access.

### **7.Label Elements and Layers:**

Name and label your design elements and layers logically. This makes it easier to find and reuse specific elements in your designs.

### **8.Update, Don't Recreate:**



If you need to make changes to a design element, update the original element or template. This change will reflect in all instances where you've used that element.

### **9.Create Master Layouts:**

Establish master layouts for different Reels types (e.g., product announcements, event promotions). These layouts can serve as starting points for similar content.

### **10.Design Systems:**

If you work with a team or create a large number of Reels, consider creating a design system documentation that specifies design guidelines, usage instructions, and links to Canva templates.

### **11.Version Control:**

If you have multiple versions of a design or need to make revisions, use Canva's version control features. This ensures that you can track changes and roll back to previous versions if needed.

While Canva doesn't provide a code-based reusability feature, following these design practices will help you maintain consistency and efficiency in your Reels designs. After creating your design in Canva, you can export it for use in video editing software or other platforms to turn your design into a video reel.

## DEBUGGING & TRACEABILITY:

Debugging and traceability are essential aspects of software development and maintenance, and they are crucial for maintaining the reliability and performance of complex systems like Instagram. However, the specific methods and tools used for debugging and traceability in Instagram's infrastructure are not publicly disclosed. The information I can provide is based on general industry practices.

**Logging:** Developers typically add logging statements to their code to capture information about the application's behavior, errors, and performance metrics. These logs can help identify issues.

**Error Tracking Tools:** Instagram may use error tracking and monitoring tools that automatically collect and report errors in real-time, allowing engineers to respond quickly.

**Testing Environments:** Creating test environments that mimic the production system can help developers replicate and debug issues without affecting real users.

**Code Reviews:** Peer code reviews are an integral part of the development process, where experienced developers review code changes to catch issues early.

**Traceability:** refers to the ability to trace the flow of data or requests through a complex system. It's crucial for understanding how data moves through the platform and for diagnosing issues. Instagram might use techniques like:

**Request Tracing:** Tracking individual user requests or transactions as they move through the system can provide insight into performance bottlenecks and errors.

Instagram's specific approach to debugging and traceability will be tailored to its unique infrastructure and needs, and these practices would evolve over time as the platform grows and changes. Keep in mind that details of their internal processes and tools are not publicly disclosed for security and competitive reasons.

```

1  var getPicturesForTag = function (tag) {
2      var query = {
3          count: 10
4      }
5      var url = 'https://api.instagram.com/v1/tags/' + tag + '/media/recent'
6      var settings = {
7          method: 'GET',
8          url: url,
9          data: query
10     }
11     sendRequest(settings)
12 }
13
14 var sendRequest = function (settings) {
15     jQuery.ajax(settings).done(function (response) {
16         console.log(response)
17     })
18 }

```

```
<?php
```

```
// Replace YOUR_APP_ID and YOUR_APP_SECRET with your actual app ID and app secret
```

```
$app_id = 'YOUR_APP_ID';
```

```
$app_secret = 'YOUR_APP_SECRET';
```

```
// Replace YOUR_HASHTAG with the hashtag you want to search for
```

```
$hashtag = 'YOUR_HASHTAG';
```

```
// Get an access token by making a POST request to the Instagram API
```

```
$access_token_url = 'https://api.instagram.com/oauth/access_token';
```

```
$access_token_data = [
```

```
    'client_id' => $app_id,
```

```
    'client_secret' => $app_secret,
```

```
    'grant_type' => 'client_credentials',
```

```
];
```

```
$curl = curl_init($access_token_url);
```

```
curl_setopt($curl, CURLOPT_POST, true);
```

```
curl_setopt($curl, CURLOPT_POSTFIELDS, $access_token_data);
```

```
curl_setopt($curl, CURLOPT_RETURNTRANSFER, 1);
```

## **EXCEPTION HANDLING:**

### **Unsupported File Format:**

Canva may have limitations on the file formats you can import. If you try to import an unsupported file format, an exception may occur. To handle this, ensure your media files (images, videos, etc.) are in compatible formats like JPEG, PNG, or MP4, which Canva supports.

### **Design Export Errors:**

If you encounter errors while exporting your Reels design, such as an incomplete or corrupted export file, check the design for any complex elements that might cause issues. Simplify the design if necessary and try exporting again.

### **Canva Service Outages:**

Occasionally, Canva may experience server outages or downtime. If you encounter errors due to Canva's service being unavailable, the best approach is to wait for the service to come back online. Canva typically communicates service status through their official channels.

### **Design Element Limitations:**

Canva has limitations on the number of elements you can add to a design. If you encounter exceptions related to exceeding these limits, consider simplifying your design or removing unnecessary elements.

### **Template Compatibility:**

Ensure that you're using a template specifically designed for Instagram Reels. Using templates designed for other social media platforms may lead to design issues, and you should select the correct template at the start.

### **User Errors:**

Sometimes, exceptions may occur due to user mistakes, such as accidentally deleting an important element or making design choices that are not conducive to Reels. In such cases, the solution is to correct the mistake or revert to a previous version of the design if you have saved it.

**Browser Compatibility:**

Canva is web-based and relies on a compatible web browser. If you experience issues while designing, try using a different browser or ensuring that your current browser is up to date.

**Feedback and Support:**

If you encounter persistent issues that you cannot resolve, consider reaching out to Canva's customer support for assistance. They can help troubleshoot specific problems and provide guidance.

## PERFORMANCE & FINAL SUBMISSION PHASE

### MODEL PERFORMANCE METRICS:

Measuring the performance of a design created using Canva for Instagram Reels or any other platform can help you determine the effectiveness of your content and make necessary improvements. Here are some key performance metrics to consider:

**Engagement Metrics:** a. Likes: The number of likes your Reels design receives. b. Comments: The number of comments on your Reels, indicating engagement and interaction. c. Shares: The number of times your Reels are shared by others, extending your reach. d. Saves: The number of times viewers save your Reels for later, signalling valuable content.

**Reach and Impressions:** a. Views: The total number of times your Reels have been viewed. b. Impressions: The total number of times your Reels design has been displayed on users' feeds.

**Click-Through Rate (CTR):** CTR measures how effectively your design encourages viewers to take action, such as visiting your profile or website. You can track the number of clicks on your profile link or external links you've included in your Reels.

**Follower Growth:** Monitor the number of new followers gained after posting your Reels design. A successful design should help you attract a wider audience.

**Completion Rate:** Analyze how many viewers watch your Reels from start to finish. A high completion rate indicates that your content is engaging and holds viewers' attention.

**Conversion Metrics:** If your Reels design has a specific call to action (CTA), track the conversion metrics related to that CTA. This could include the number of product purchases, sign-ups, or other desired actions.

**Engagement Rate:** Calculate the engagement rate by dividing the total number of likes, comments, shares, and saves by the total number of

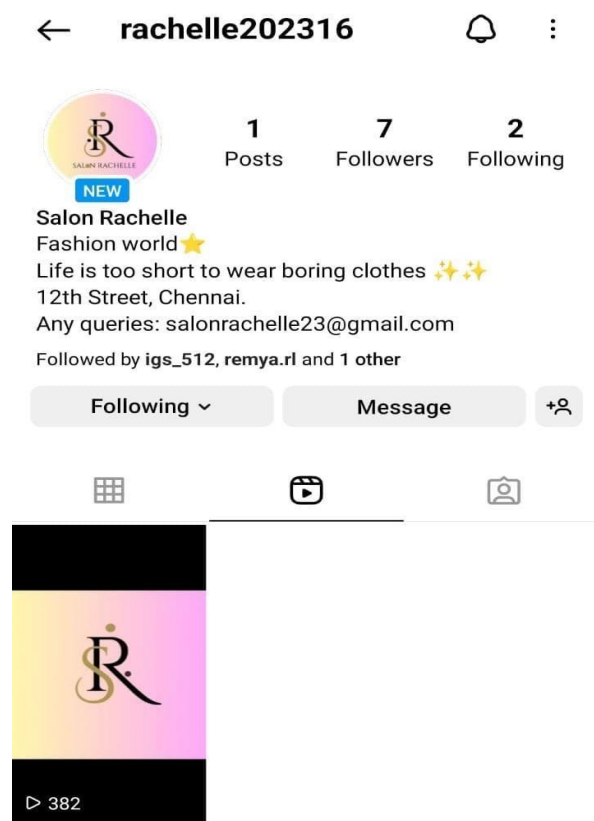


views. This metric provides a sense of how well your content resonates with your audience.

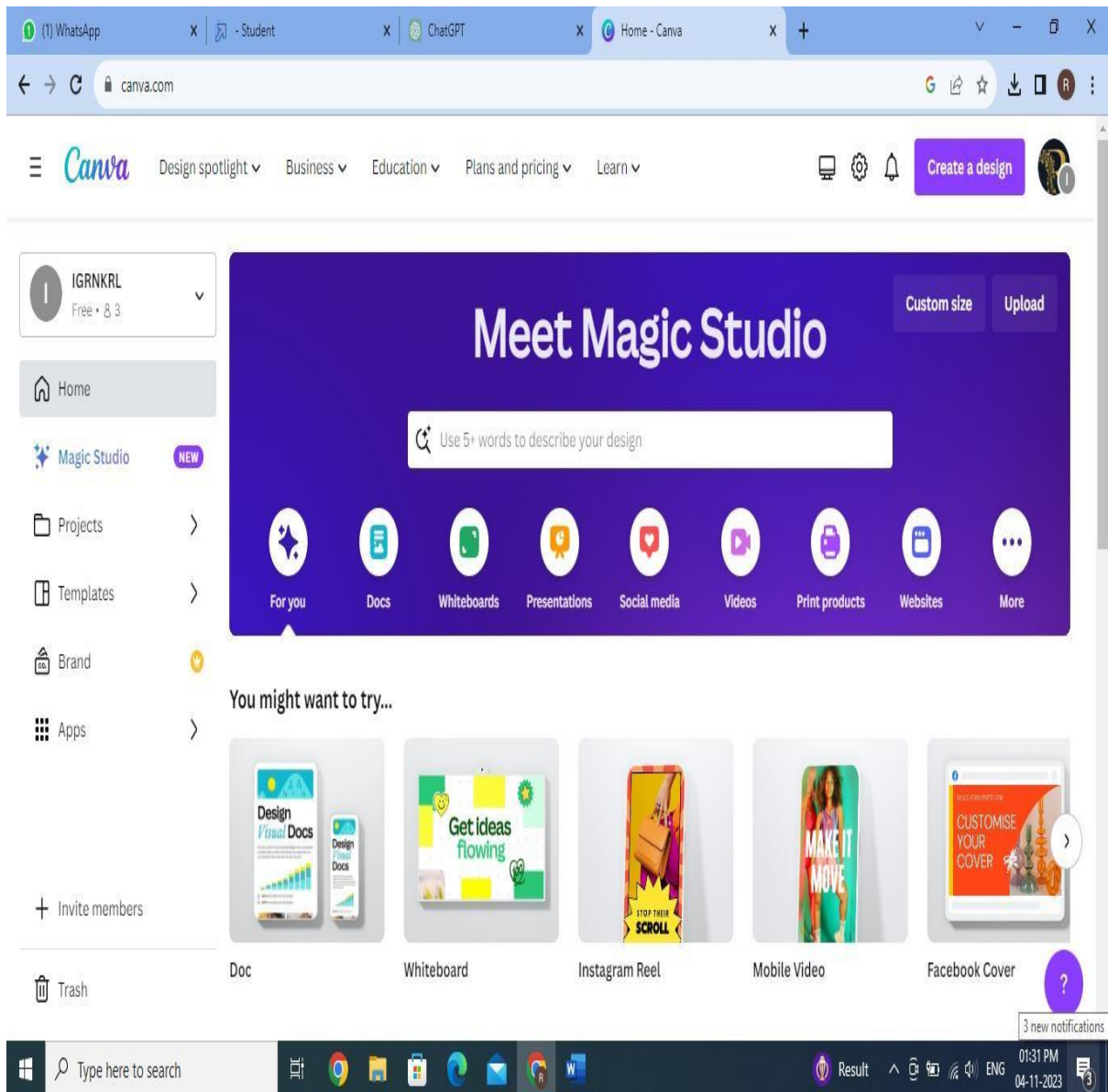
**Hashtag Performance:** If you use hashtags in your Reels, monitor their performance. Check how many times your Reels appear in hashtag feeds and whether they contribute to increased reach.

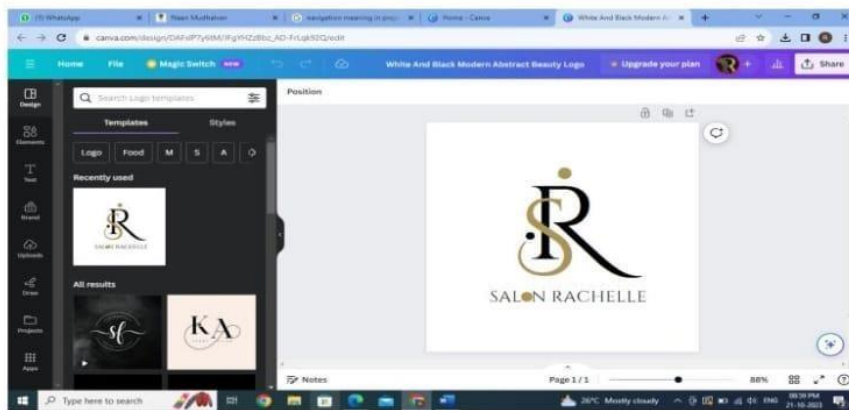
**Audience Demographics:** Use Instagram Insights or other analytics tools to learn more about the demographics of your Reels' viewers. This information can help you tailor your designs to better suit your target audience.

### Final Output:

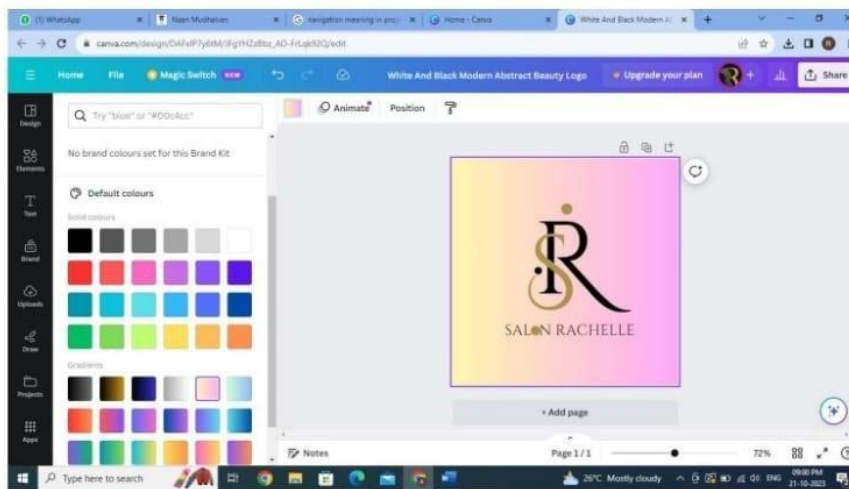


The overview of the steps we followed to achieve the final results. Some are given below,

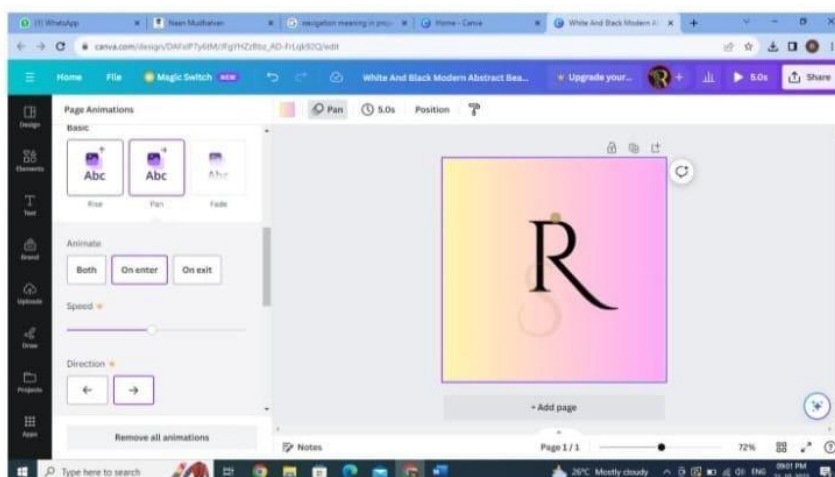


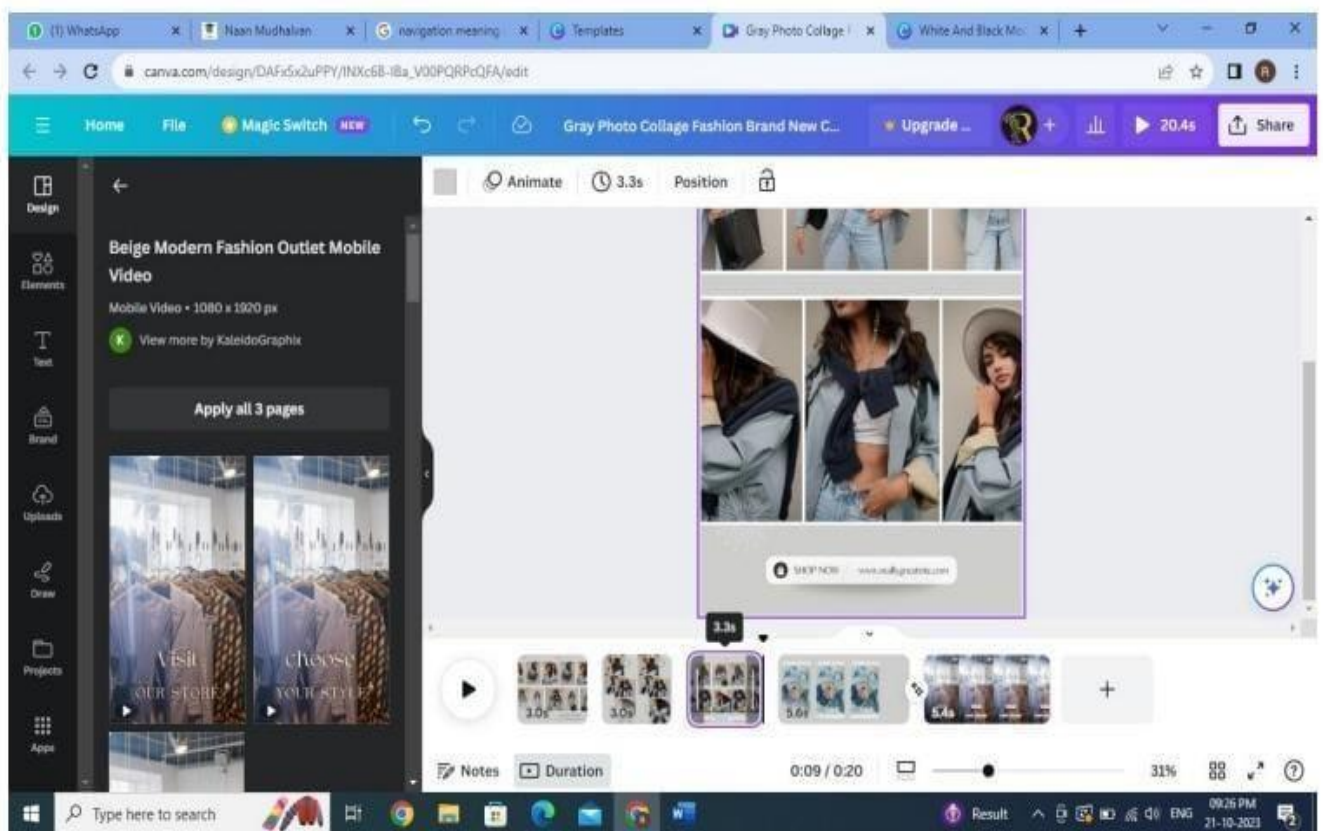
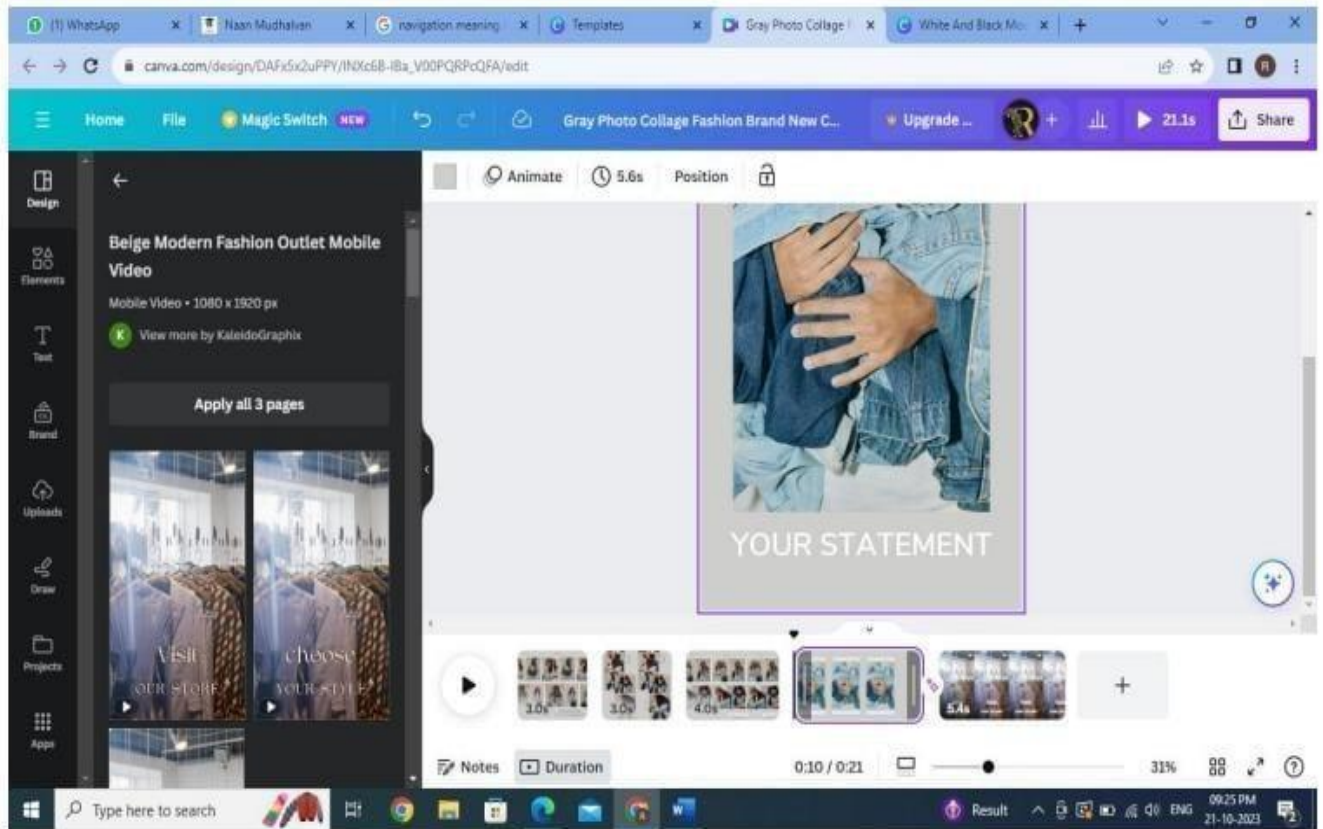


Background colour changes:



Transition Effect:





Some glimpse of our uploaded reels in Instagram,





Salon Reels  
Rachelle

Visit us soon... ✨ ✨

monika\_lal\_31 and 1 other commented

Grab the latest collection of trendy fashion clothes.

1beatProductions • Sit In

122

2

102

rachelle202316

Reels

# SALON RACHELLE

Buy less.....  
choose well.....

100

2

100

Visit us soon... ✨ ✨

monika\_lal\_31 and 1 other commented

1beatProductions • Sit In

Add comment...

Try it



**DEMO LINK:**

<https://youtu.be/GzvEFnt-8tQ?si=K4RI6Dit2Uhw9UR0>

**Brand Name:** Salon Rachelle

**Category:** Clothing

**Target Audience:** "Fashion World"

Life is too short to wear boring clothes Email:  
salonrachel23@gmail.com

**Instagram Link:**

<https://www.instagram.com/reel/CyngRwePwOz/?igshid=MzRIODBiNWFIZA==>