

IDEATION PHASE

DEFINE THE PROBLEM STATEMENT

TEAM ID	NM2023TMID02721
PROJECT NAME	To Create a Reel Design using Canva
DATE	03-11-2023

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 with a heading and a text box:

- We are** (light blue background): A purple text box contains "Team members of Salon Rachelle clothing store."
- We are trying to** (medium blue background): An orange text box contains "promote our business and increase our store sales."
- But** (orange background): A black text box contains "Our clothing store is not known to many people and our sales are low."
- Because** (dark blue background): A green text box contains "Our advertisements in Facebook, Newspaper and posters are not reaching the people and less effective."
- Which makes us to use** (dark grey background): A purple text box contains "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 left sidebar with various tool icons, a top toolbar with navigation and editing tools, and a bottom status bar showing the zoom level at 75% and the current time as 11:47 AM on 03-11-2023.