

Ideation Phase

Define the Problem Statements

Date	3 November 2023
Team ID	NM2023TMID09736
Project Name	How to create a Reel using Canva

How To Create A Reel Design Using Canva

Users may encounter slow loading times, crashes, or unresponsiveness, especially when working on complex or large projects.

Free users often have their designs watermarked by Canva, which can make them unsuitable for professional or commercial use.

Users may find certain design elements challenging to customize to their exact specifications, limiting creative freedom.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Performance issues	Content creator	Post a video	it encounters slow loading times	It is a large file	frustrated
Subscription cost	student	Find templates for my project	There are limited free templates	The premium versions are costly	Disappointed
Version control	Professional	Work on my new project	It needs collaborative work	It has limited versions	Difficult to contribute