Project Design Phase-I
Proposed Solution Template

Date	03 November 2023
Team ID	NM2023TMID09736
Project Name	How to create a reel using Canva

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many individuals and businesses face challenges in designing visually appealing and engaging reel content for social media platforms like Instagram and TikTok using Canva. They struggle with finding the right design elements and templates to make their reels stand out.
2.	Idea / Solution description	The Reel Creator will provide a wide range of reel-specific templates, stickers, and design elements. These templates will be optimized for the dimensions and requirements of popular social media platforms like Instagram and TikTok. Users can easily choose templates that align with their content and customize them as needed.
3.	Novelty / Uniqueness	Canva's intuitive and user-friendly interface makes it accessible to individuals with varying design skills. It offers drag-and-drop functionality, allowing users to easily create professional-looking designs without a steep learning curve. Canva enables real-time collaboration, making it easy for teams to work together on design projects, which is a significant departure from traditional design software.
4.	Social Impact / Customer Satisfaction	Canva's extensive library of templates for various design purposes is highly valued by users. It allows them to save time and effort by starting with pre-designed templates that they can customize to their needs. Canva has been praised for its

		commitment to accessibility, including features like an automatic subtitle generator, which makes designs more inclusive and user-friendly.
5.	Business Model (Revenue Model)	Canva's business model is a combination of both a freemium model and a subscription-based model, with several revenue streams. Canva provides tailored solutions for larger organizations and enterprises. These solutions often include advanced administrative and branding features, custom templates, and support for large teams. Canva has affiliate and partner programs, allowing individuals and organizations to earn commissions by promoting Canva's paid plans.
6.	Scalability of the Solution	Canva has demonstrated a high degree of scalability in its solution, which has contributed to its widespread success and popularity. Canva's user base has grown exponentially since its inception. It has attracted millions of users worldwide, ranging from individuals to businesses of all sizes. The platform's scalability allows it to handle a large and diverse user base effectively. Canva is available to users in multiple languages, making it accessible to people around the world. Its internationalization efforts have played a crucial role in expanding its user base.