S.No	Parameter	Description
1.	Problem Statement	Many individuals and businesses face the challenge of creating engaging and professional-quality reels for social media platforms like Instagram and TikTok, but they lack the design skills and tools to do so. This leads to a gap in the market for a user-friendly and accessible solution to easily produce visually appealing and engaging reels.
2.	Idea/Solution Description	User-Friendly Interface: The Reel Creator feature will have an intuitive and user-friendly interface, ensuring that users with various levels of design expertise can navigate and use it effectively.Templates and Elements: Canva will provide a library of professionally designed reel templates. Users can select templates that suit their content, making it easy to get started. Additionally, users can access a wide range of elements like animations, stickers, and text to enhance their reels.
3.	Noverity/Uniqueness	User-Friendly Design Platform: Canva is renowned for its user-friendly design tools, and by extending these capabilities to create reels, it caters to a broad audience, including individuals, small businesses, and content creators who may not have formal design training.Ready-Made Templates: Canva's library of professionally designed templates will offer a unique advantage. Users can quickly start their reel projects with templates tailored for various content niches, saving time and effort.

4.	Social impact	Empowering Creativity: Canva's Reel Creator can empower individuals, particularly those without formal design training, to express their creativity and share their stories on social media. This can foster a more vibrant and diverse online community.Access to Opportunities: For small businesses, content creators, and budding artists, the ability to create visually engaging reels can open doors to new opportunities, partnerships, and increased visibility.
5.	Business model	Individual Creators: Content creators, social media influencers, and everyday users looking to produce engaging reels.Small and Medium-Sized Businesses: Businesses seeking to enhance their social media presence and marketing efforts through reels.
6.	Scalability of the solution	User Base: Canva already has a vast user base, including individuals, small businesses, and organizations. Integrating the Reel Creator into the platform can immediately reach millions of users.User-Friendly Interface: Canva is known for its user-friendly design tools, making it accessible to a wide audience. This ease of use facilitates adoption and scalability.