

Project Design Phase-I
Proposed Solution Template

Date	02 Nov 2023
Project Name	Project-How to Create a Reel Design Using Canva.

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"Design and create an engaging advertisement reel for a dress shop to effectively showcase its products and attract potential customers." This statement succinctly outlines the objective of your project, which is to create a compelling advertisement reel for a dress shop. It emphasizes the goal of showcasing the shop's products in a visually appealing and engaging manner.
2.	Idea / Solution description	Utilize Canva, a user-friendly graphic design tool, to craft an attention-grabbing advertisement reel for a dress shop. The reel will feature high-quality images and videos of the shop's dresses, incorporating the brand's visual identity and highlighting unique selling points. Background music and sound effects will be carefully chosen to enhance the overall impact. The final reel will be optimized for various platforms and accompanied by a clear call-to-action to drive customer engagement and conversion.
3.	Novelty / Uniqueness	Incorporate augmented reality (AR) elements into the advertisement reel, allowing viewers to virtually try on dresses in real-time. This interactive feature offers a personalized shopping experience, differentiating the dress shop's advertisement from conventional reels and providing a novel way for customers to engage with the products.
4.	Social Impact / Customer Satisfaction	By creating an inclusive advertisement reel that showcases a diverse range of models wearing the dresses, we aim to promote body positivity and empower customers of all shapes and sizes. Additionally, by providing a seamless and immersive virtual try-on experience, we enhance customer satisfaction and confidence in their

		purchase decisions, ultimately fostering a stronger connection between the dress shop and its clientele.
5.	Business Model (Revenue Model)	Monetization will primarily revolve around the dress shop's core business of selling dresses. The advertisement reel serves as a promotional tool to attract potential customers. Revenue will be generated through direct sales from the dress shop's website or physical location. Additionally, affiliate marketing partnerships with related fashion and accessory brands can provide supplementary income. The advertisement reel can also serve as a showcase for potential collaborations with fashion influencers or designers, offering additional revenue opportunities.
6.	Scalability of the Solution	The advertisement reel's design and implementation allow for easy scalability. As the dress shop expands its product line or opens new locations, the reel can be updated with fresh content to reflect the latest offerings. The use of a flexible design tool like Canva and the potential for integrating emerging technologies ensures adaptability to future trends and customer preferences. Additionally, the concept of virtual try-ons can be extended to other product categories, offering a scalable solution for a broader range of merchandise.