

Ideation Phase

Define the Problem Statements

Date	02.11.2023
Project Name	Project – Instagram Reel Design Using Canva
Maximum Marks	2 Marks

Customer Problem Statement Template:

Our customer, Vidhya , a wedding dress shop owner, is facing the challenge of effectively promoting their business on Instagram, specifically through Instagram Reel videos. They lack the expertise and resources to create engaging and professionally designed Instagram Reel videos that can effectively market their products/services and attract their target audience.

Customer problem statement:

I am	Vidhya ,owner of AM clothes shop.	A passionate and dedicated owner of a boutique wedding dress shop.
I'm trying to	Advertise my shop.	I wish to promote my shop through Instagram by posting a reel video that should clearly demonstrate the features available in our shop.
but	Inability to create a good reel vedio	The video which I have created doesn't attract many people.
because	The video is not professional	The video failed to attract people because it is not professional and could not demonstrate all the features in an effective manner.
Which makes me feel	Should go to professional video maker	I feel that in order to promote my business through Instagram I need a professional video maker who could bring all the aspects and positives of my shop in the reel video