

Project development phase
No. of Functional features included in the solution.

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

Functional Features Included in the Solution:

1. **Tailored Bridal Gown Showcase:** The Instagram Reel video is custom-designed to showcase the exquisite bridal gown collection. The video highlights the unique features and styles of each gown in a visually appealing and engaging manner.
2. **Personalized Bridal Experience:** To reflect the commitment to personalized service, the video demonstrates how brides-to-be can enjoy a one-of-a-kind and intimate bridal experience. It features clips of personalized consultations and fittings.
3. **Elegant Visual Design:** The video incorporates an elegant visual design that matches the branding and captures the essence of the wedding day. High-quality graphics, transitions, and animations are used to create an eye-catching and stylish video.
4. **Social Media Optimization:** The Reel video is optimized for social media platforms, specifically Instagram, making it easy to share and engage with the audience. It is formatted to meet Instagram's guidelines for Reels.
5. **Music and Audio Enhancement:** Music and audio play a significant role in enhancing the video's emotional impact. The Reel incorporates carefully chosen background music and, if applicable, narration to create a captivating auditory experience.
6. **Call-to-Action (CTA):** The video includes a clear CTA at the end, encouraging viewers to take specific actions, such as visiting the shop, scheduling a consultation, or following the social media accounts.
7. **Multiple Reel Segments:** The video consists of multiple Reel segments, each focusing on different aspects of the wedding dress shop's offerings. These segments include "Bridal Gown Spotlight," "Accessories Showcase," "Personalized Fittings," and "Real Brides' Stories."

8. **Engagement Metrics Monitoring:** To measure the video's success, engagement metrics are tracked. These include views, likes, shares, and comments, providing valuable insights into the video's impact and reach.
9. **Ease of Sharing:** The video is designed for easy sharing across social media platforms, allowing the team and customers to share the content effortlessly, thus increasing its visibility.
10. **Customer Testimonials:** Customer testimonials are seamlessly integrated into the Reel, allowing real brides to share their experiences and recommendations, adding credibility and trustworthiness to the shop.

These functional features work together to create a captivating Instagram Reel video that effectively showcases the bridal gown collection, reflects the personalized approach, and engages brides-to-be in a visually stunning and emotionally resonant way.