Project Design Phase-I
PROJECT – HOW TO CREATE A BRAND PROMO VIDEO 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)	With Canva's user-friendly platform, you can effortlessly design and customize every aspect of your video, from stunning visuals and animations to captivating text and music.
2.	Idea / Solution description	Search Canva, starting up it with creating a design and design layout for the corresponding project, add multiple pages, upload required images and logos, add effects and make the text more attractive update the transitions from one page to another page, set the limit of the video and download it.
3.	Novelty / Uniqueness	Canva is known for its user-friendly interface. It allows people with little to no design or video editing experience to create professional-looking videos quickly and easily. This can be especially useful for small businesses or individuals who may not have the resources for dedicated video production teams. Canva provides a wide range of templates specifically designed for creating brand videos. These templates can give your video a polished and unique look without the need for extensive design work.
4.	Social Impact / Customer Satisfaction	Canva's user-friendly interface and vast template library make it accessible to a broad range of people, regardless of their design or technical skills. This inclusivity can empower individuals and smaller businesses who might not have the resources for professional design services, thereby promoting social equity and accessibility. Nonprofit organizations and social causes often have limited budgets. Canva's affordability and ease of use enable these organizations to create compelling visual content for their campaigns, furthering their social impact by raising awareness and engagement.

5.	Business Model (Revenue Model)	Canva provides a basic version of its graphic design platform for free to a wide user base. This includes access to a range of design tools, templates, and elements. Canva also offers an Enterprise plan designed for larger organizations. This plan includes everything in Canva Pro and additional features like more advanced administrative controls, Single Sign-On (SSO) integration, and enhanced security features for team collaboration.
6.	Scalability of the Solution	Canva's extensive library of templates makes it easy for users to create designs quickly. As more templates are added, users can tap into an even larger pool of design options without a steep learning curve, thus scaling design capabilities. Canva offers an API (Application Programming Interface) that allows developers to integrate Canva into their applications or services. This scalability through API integration enables businesses to build customized design solutions on top of the Canva platform.