

# PROJECT REPORT

Project title	Create an Sponsored Post for Instagram
Naan Mudhalvan ID	BA0B1B5AF2045FC85B34A6228235C7B7
Team members	<div>VISHNU.V724020121021</div> <div>MOUFEEK IBRAHIM.S724020121033</div> <div>NITHISH DHANA PRAKASH.S724020121039</div> <div>SYED IBRAHIM.A724020121055</div> <div>BAZIL HUSSAIN.K724020106002</div>

## CREATE AN SPONSORED POST FOR INSTAGRAM

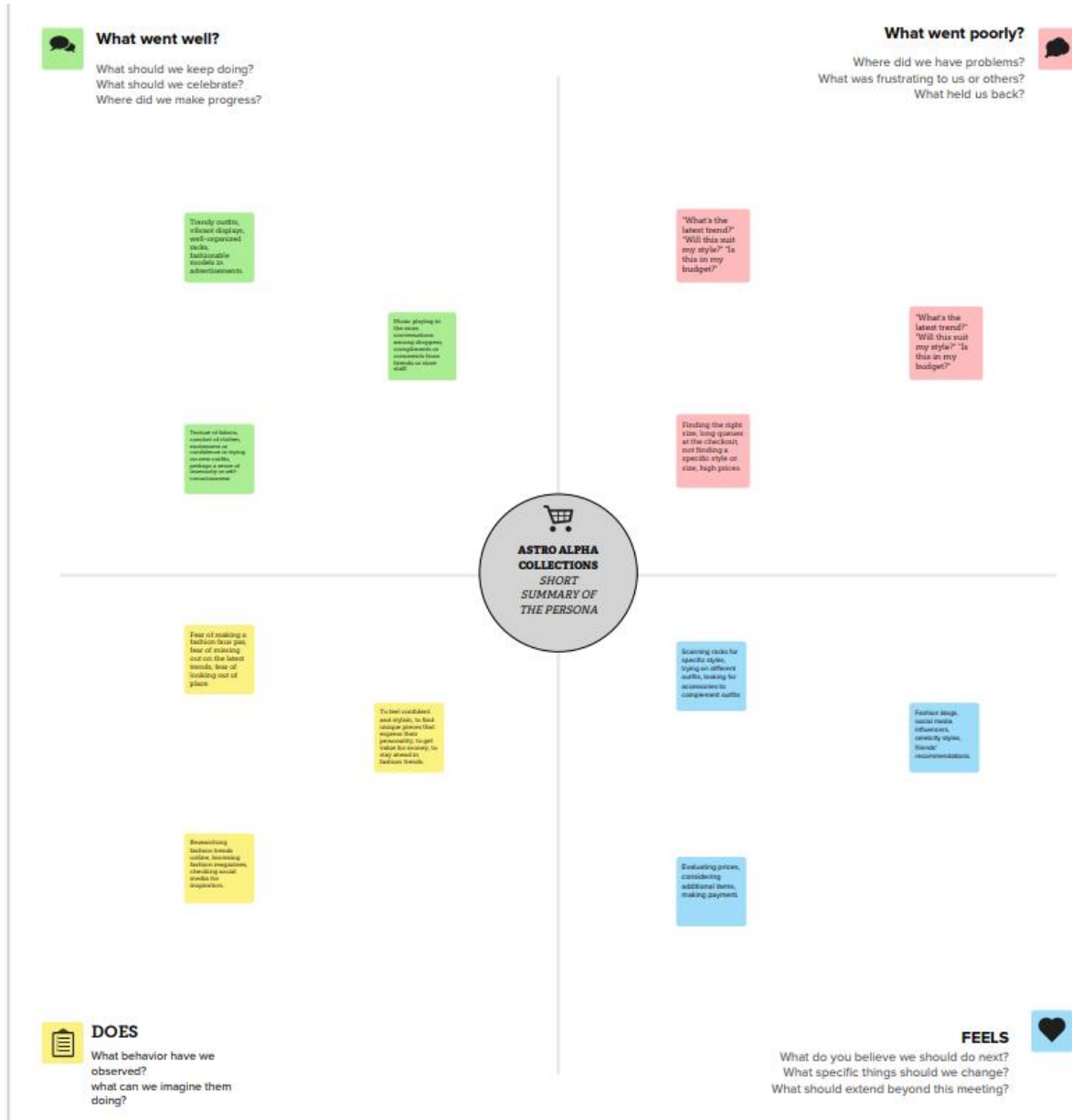
## **INTRODUCTION**

- In recent years, with the rise of e-commerce, fashion stores have expanded their presence online, enabling customers to browse and purchase items from the comfort of their own homes. This digital transition has revolutionized the way people shop for clothing and accessories, offering a convenient and accessible alternative to traditional brick-and-mortar stores.


## **PURPOSE**

- In recent years, with the rise of e-commerce, fashion stores have expanded their presence online, enabling customers to browse and purchase items from the comfort of their own homes. This digital transition has revolutionized the way people shop for clothing and accessories, offering a convenient and accessible alternative to traditional brick-and-mortar stores.

# EMPATHYMAP



# BRAINSTORM AND IDEATION PHASE



### Brainstorm & idea prioritization

Use this template in your next brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. Workshop to prepare
- 2. Vision to collaborate
- 3. 18 template components

#### Before you collaborate

A little bit of preparation goes a long way with the session. Here's what you need to do to get going.

- 1. Set up your workspace
- 2. Prepare your materials
- 3. Create an agenda for the session
- 4. Prepare your facilitator

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your brainstorm.

1. Write down your problem statement

2. Write down your problem statement

3. Write down your problem statement

#### Brainstorm

Write down every idea that comes to mind. Don't worry about whether it's a good idea or not. Just write it down. This will be the focus of your brainstorm.

1. Write down every idea that comes to mind

2. Write down every idea that comes to mind

3. Write down every idea that comes to mind

#### Group ideas

Take some time to group your ideas into clusters or related ideas. This will help you see the bigger picture and identify the most important ideas.

1. Group your ideas into clusters

2. Group your ideas into clusters

3. Group your ideas into clusters

#### Prioritize

You have a lot of ideas on the table. Now it's time to prioritize. Use the matrix below to rank your ideas based on their importance and feasibility.

1. Rank your ideas based on importance and feasibility







2. Rank your ideas based on importance and feasibility







3. Rank your ideas based on importance and feasibility







#### After you collaborate







You can expect the most out of your session if you follow these steps. Here's how to get the most out of your session.






- 1. Set up your workspace
- 2. Prepare your materials
- 3. Create an agenda for the session
- 4. Prepare your facilitator











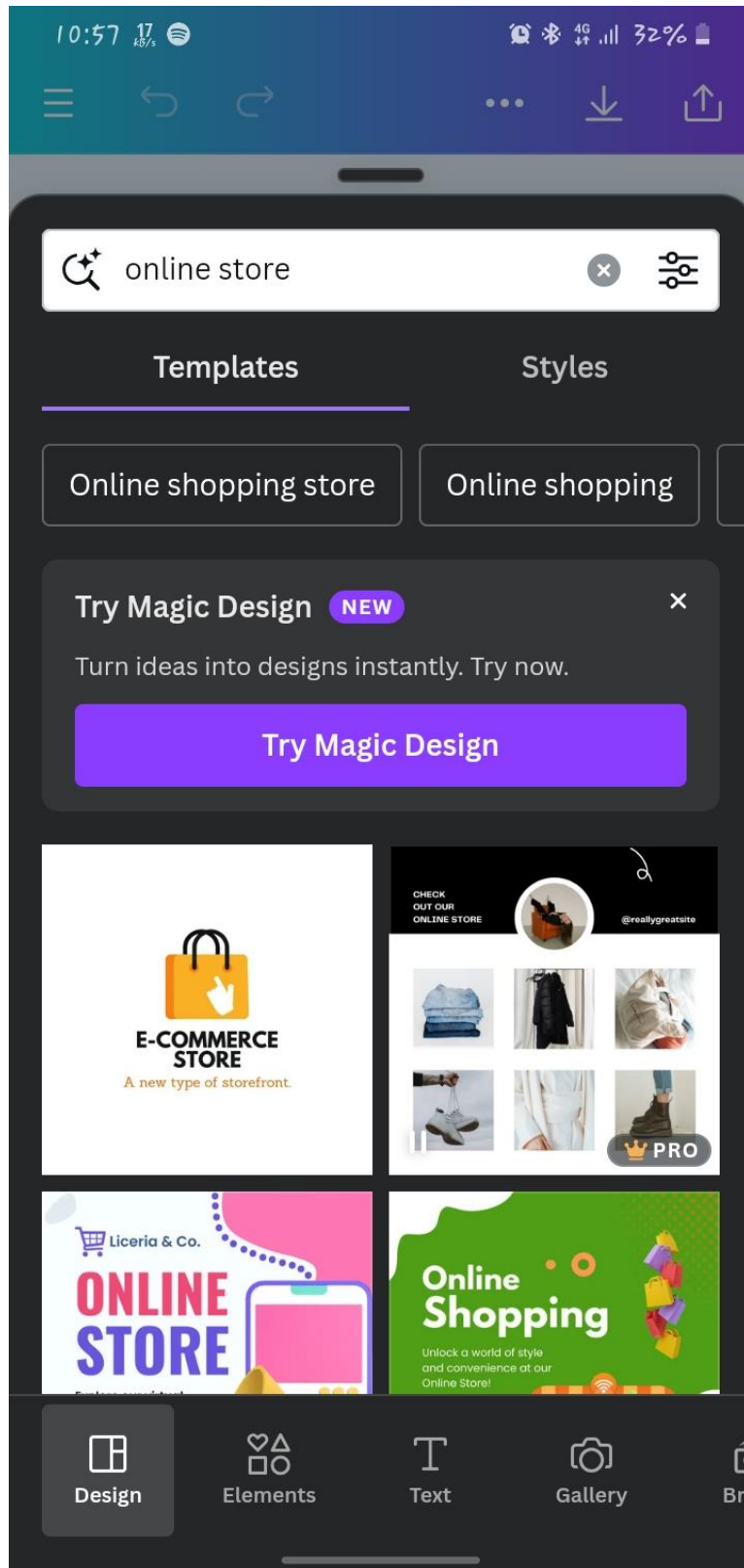








## Create an Sponsored Post for Instagram:





11:04 1 kB/s

4G 31%



**ASTRO ALPHA**  
COLLECTION

ASTRO ALPHA COLLECTION



## DESIGN:

[About](#)[Custom](#)[Best Seller](#)[Catalog](#)

# ASTRO ALPHA COLLECTIONS



## It's all in the measurements

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique lobortis purus, et cursus enim maximus ac.

- Perfect Materials
- Create Your Custom Size
- Fit Guaranteed
- Browse Our Collection

## About Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique lobortis purus, et cursus enim maximus ac. Quisque arcu eros, feugiat in tellus sit amet.



+91 8870645784



<https://astroalphacollections.blospot.com>







## **NAAN MUDHALVAN PROJECT LINK:**

[https://drive.google.com/drive/folders/1hNxWazaQBHGiiy91VdYMUxDcWtv2eMy-?usp=drive\\_link](https://drive.google.com/drive/folders/1hNxWazaQBHGiiy91VdYMUxDcWtv2eMy-?usp=drive_link)

## **ADVANTAGES:**

- Customers can shop from anywhere, at any time, without the need to visit a physical store. This is especially beneficial for those with busy schedules or limited mobility.
- Online stores can attract customers from around the world, expanding the potential customer base compared to a physical store with a localized presence.
- Online stores often have a larger inventory and can offer a broader range of styles, sizes, and colors compared to physical stores.
- Through data analysis and algorithms, online stores can offer personalized product recommendations, creating a tailored shopping experience for each customer.

## **DISADVANTAGES:**

- Online shopping lacks the personal touch and physical interaction that a brick-and-mortar store can provide. Some customers may prefer to try on clothing before making a purchase.

- Customers cannot physically try on clothing items, which can lead to uncertainty about sizing and fit. This may result in a higher rate of returns and exchanges.
- Customers may incur shipping costs, and there can be delays in delivery due to various factors like location, logistics, or unexpected events (e.g., weather disruptions).
- Online shopping lacks the sensory experience of touching, feeling, and trying on clothing, which can be important for some consumers in making their purchase decisions.

## **CONCLUSION:**

In conclusion, an online fashion store serves as a dynamic and accessible platform for consumers to explore, experiment, and express their personal style. It offers a wealth of advantages, including unparalleled convenience, global reach, and a vast selection of styles. The ability to provide personalized recommendations and virtual fitting experiences further enhances the shopping journey.