

SOLUTION REQUIREMENTS (FUNCTIONAL & NON-FUNCTIONAL)

PROJECT TITLE: Create a promo video for your brand - using Canva

PROJECT MEMBERS:

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Project Name: NUVOGUE Clothing Brand Video Ad in Canva

Functional and non-functional requirements are critical aspects of a video ad project using Canva, ensuring the ad effectively conveys its message and meets user expectations. On the functional front, the project must encompass several key elements, such as defining the video's concept and storyboard, selecting appropriate visuals, music, and text to engage the audience. It should also include clear calls to action (CTAs) and optimization for various social media platforms to maximize reach. Non-functionally, the video must prioritize usability, ensuring it is user-friendly and aesthetically appealing, aligning with the brand's image and the latest fashion trends. Additionally, it should be optimized for mobile devices, load quickly, and offer high-quality audio and video to provide an exceptional viewing experience. Compliance with copyright and performance aspects, such as quick loading and seamless playback, further enhance the video ad's effectiveness.

In summary, a successful video ad project in Canva should balance the functional requirements related to content creation, branding, and optimization, with non-functional requirements concerning usability, aesthetics, and performance. The seamless integration of these requirements ensures that the video ad captures the audience's attention, delivers the brand message effectively, and provides an engaging and visually pleasing experience for viewers across various platforms and devices.

Functional Requirements:

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Video Concept	- Brainstorm video concept based on the brand's identity and target audience.
FR-2	Storyboard Creation	- Develop a storyboard outlining the scenes, transitions, and narrative flow.
FR-3	Visual Assets	- Select high-quality images and video clips showcasing NUVOGUE's clothing products.
FR-4	Music Selection	- Choose suitable background music that aligns with the brand's image and the ad's mood.
FR-5	Voiceover (if applicable)	- If a voiceover is needed, record and edit the script to convey the brand's message effectively.
FR-6	Text and Graphics	- Add text overlays and graphics to highlight key features, promotions, and branding.
FR-7	Video Editing	- Create and edit the video ad using Canva's tools, ensuring a seamless flow and visual appeal.
FR-8	Branding Integration	- Incorporate NUVOGUE's logo, colors, and fonts for a consistent brand identity.
FR-9	Call to Action (CTA)	- Include a compelling CTA to encourage viewers to visit the website or make a purchase.
FR-10	Social Media Integration	- Optimize the video ad for various social media platforms, adapting dimensions and formats as necessary.

Non-functional Requirements:

FR No.	Non-Functional Requirement Description
NFR-1	Usability - The video ad must be user-friendly, with a clear and engaging narrative that resonates with the audience.
NFR-2	Aesthetics - The ad must be visually appealing, reflecting NUVOGUE's brand image and the latest fashion trends.
NFR-3	Runtime - The video ad's duration should be between 30-60 seconds, capturing viewers' attention without being overly long.
NFR-4	Video Quality - The video must be of high resolution (at least 1080p) for a professional and crisp appearance.
NFR-5	Mobile Responsiveness - Ensure the video ad displays optimally on mobile devices, as many viewers use smartphones for browsing.
NFR-6	Fast Loading - The video must load quickly to prevent viewer drop-off; optimize file size and hosting.
NFR-7	Sound Quality - If using audio, ensure clear and high-quality sound to enhance the viewer's experience.
NFR-8	Copyright Compliance - Use licensed music and images to avoid copyright infringement.
NFR-9	Performance - The video ad should not buffer or lag during playback, even on slower internet connections.

This comprehensive set of functional and non-functional requirements will guide the development of the NUVOGUE clothing brand video ad in Canva, ensuring it aligns with the brand's objectives and delivers a compelling and visually appealing message to the target audience.