

IDEATION PHASE

Define the Problem Statements

Date	04 November 2023
Team ID	NM2023TMID10132
Project Name	How to create a reel design using canva

Problem Statement:

Creating a clear and effective problem statement is essential for guiding your design process in Canva. A problem statement for designing a reel using Canva might look something like this,

"Design a visually captivating and informative reel using Canva that effectively conveys information about [insert specific subject or content]. The reel should be engaging and aesthetically pleasing, tailored to the target audience, and optimized for sharing on social media platforms. The goal is to create a reel that stands out, grabs the viewer's attention, and communicates the intended message or story effectively, while adhering to the design principles and specifications provided."

To make this problem statement more precise, consider adding specific details about the subject or content, target audience, and any branding guidelines or design requirements you need to follow. This will help ensure that your design in Canva meets the intended goals and objectives.



