

NAAN MUDHALVAN PROJECT

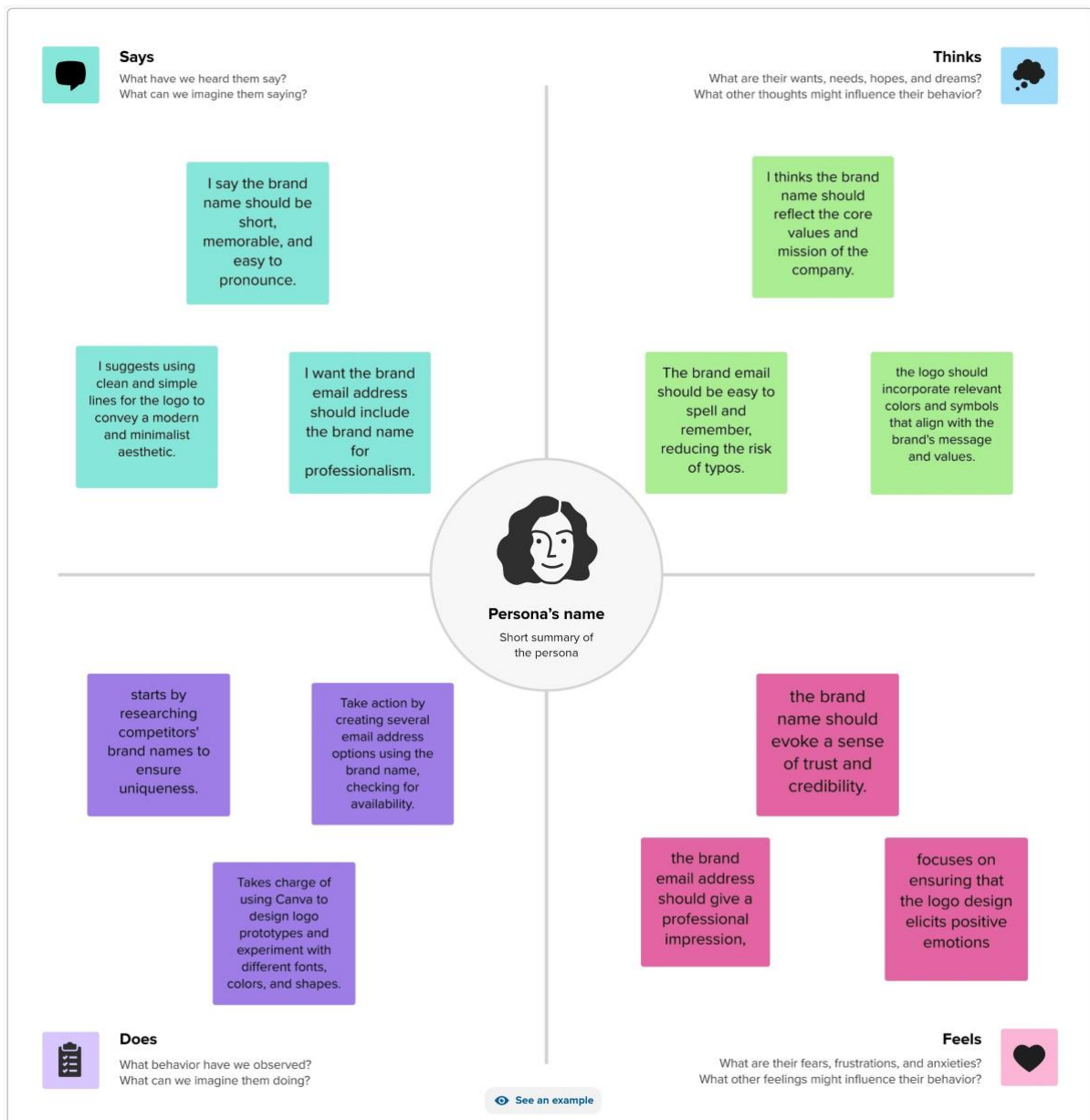
Ideation phase

1. Define the problem statement:

To create a compelling brand name, brand mail and brand logo which is unique and must attract the audience interest.

2. Empathize and discover:

Each one of our team has a different thinking about the brand name, brand mail and brand logo. We have empathize and discover the favourable one.



3. Brainstorm and prioritize ideas:

We brainstorm the different brand names and filters the best attractive and audience interest name as “Wabi-Sabi”.

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

1.Dhanish

Life of Pie

Nacho Daddy

The Urban Spice Market

2.Abick Sharon

Wabi Sabi

Egg Slut

Frying Nemo

3.Gokul

Take It Cheesy

Lord of the Wings

FlavorFusion Bistro

4.Asantow

Culinary Canvas Cafe

Epicurean Echo

Savory Serenity Diner