

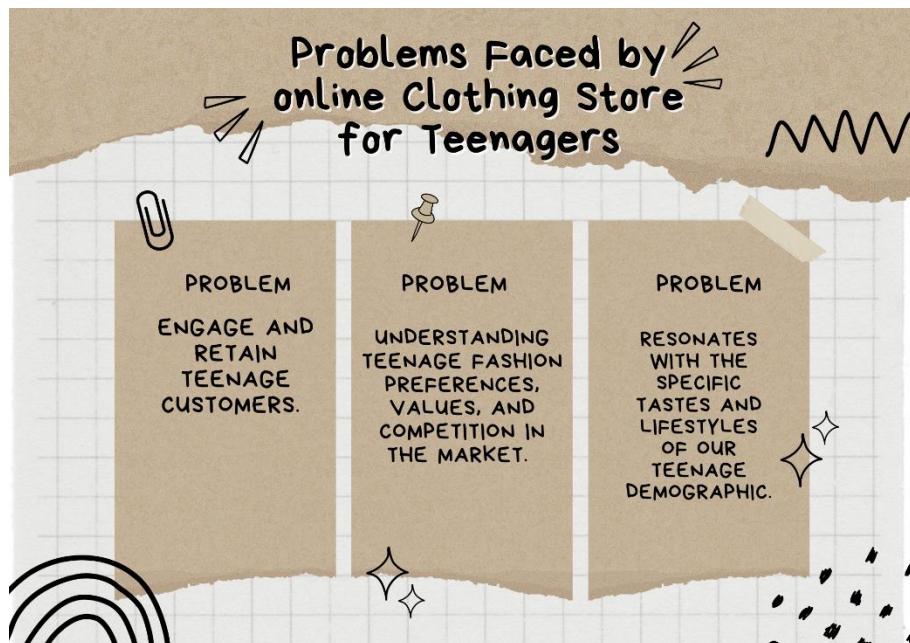
PROJECT DOCUMENTATION

Course	Digital Marketing
Zone	18
Team ID	NM2023TMID10642
Project Name	How To Create Brand Name, Brand Mail and Brand Logo in Canva

IDEATION PHASE

1. Define the Problem Statement

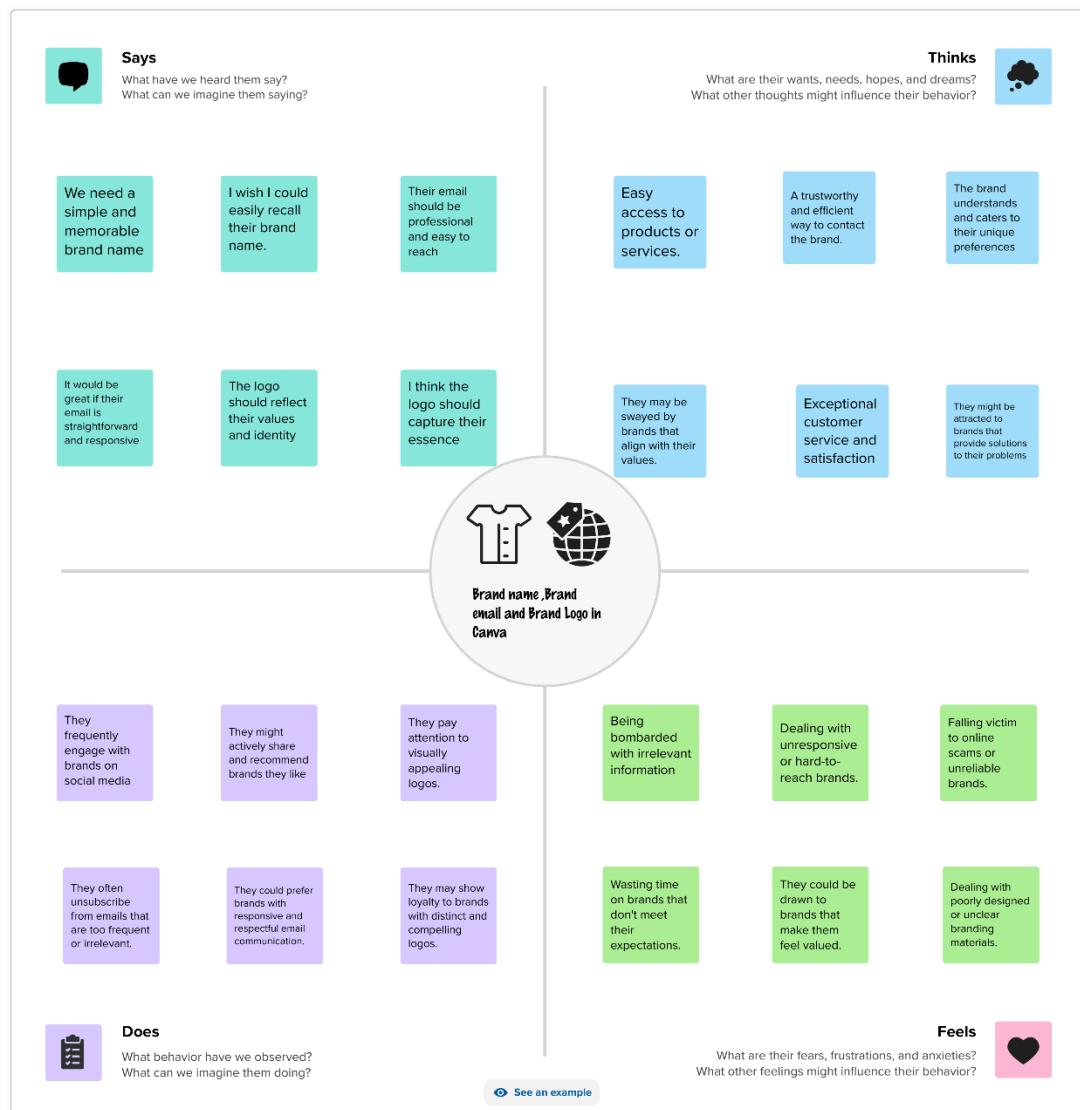
The problem statement for "Funky Fusion" involves establishing a strong brand identity for an online clothing store targeting teenagers. Key challenges include understanding teenage fashion preferences, values, and competition in the market. We need to create a brand name that captures the youthful, energetic spirit of our audience, design a logo that conveys the essence of "Funky Fusion," and implement an effective brand mail strategy to engage and retain teenage customers. Our goal is to develop a brand that stands out in the competitive online clothing market and resonates with the specific tastes and lifestyles of our teenage demographic.



2. Empathize & Discover

- Understanding the unique fashion preferences and trends of the teenage demographic.
- Identifying the values, aspirations, and lifestyles of our target audience.
- Recognizing the competition in the online clothing market and finding our niche.

Empathy Map:



Reference:

<https://app.mural.co/t/funkyspace2917/m/funkyspace2917/1699169062509/0d90714d2ac340958575b32b8b871fd07bc38185?sender=u896974750ab037fb6cfb0639>

3. Brainstorm & Prioritize Ideas

Funky Fusion - Online Clothing Store for Teens



Brainstorm & idea prioritization For Funky Fusion - Online Clothing Store

- Creating a brand name that resonates with the energetic, fun-loving, and youthful spirit of our target audience.
- Designing a brand logo that conveys the essence of "Funky Fusion" and appeals to teenagers.
- Crafting a brand mail strategy that engages and retains teenage customers effectively.



→ Team Selection

⌚ 10 minutes

Ashlin Stephy K
Ashmika P
ancilin princy A
Brinthia L
Babidsha Sancy

1

Define your problem statement

5 minutes



PROBLEM

Our brand "Funky Fusion" aims to establish itself as an online clothing store catering to teenage individuals. To create a strong brand identity, we need to address the following challenges:

- Understanding the unique fashion preferences and trends of the teenage demographic.
- Identifying the values, aspirations, and lifestyles of our target audience.
- Recognizing the competition in the online clothing market and finding our niche.

2

Brainstorm

10 minutes

Ashlin Stephy

Trend Analysis:
Regularly research and analyze the latest teenage fashion trends to ensure your product offerings are in line with their preferences.

Customer Surveys:
Conduct surveys and gather feedback directly from teenage customers to understand their needs and desires.

Brintha

Affordable Pricing:
Offer competitive and affordable pricing while maintaining the quality of products.

Influencer Partnerships:
Collaborate with teenage influencers to promote your brand and products authentically.

Ashmika

Social Media Engagement:
Establish a strong presence on platforms popular among teenagers (e.g., Instagram, TikTok) to connect with the audience.

Unique Branding:
Create a memorable and unique brand name and logo that resonates with the target demographic.

Babidsha Sancy

Mobile Optimization:
Ensure a seamless and user-friendly mobile shopping experience, as teenagers predominantly use smartphones for online shopping.

Sustainable Practices:
Highlight and practice eco-friendly initiatives, as younger consumers often value sustainability.

Ancil Princy

Personalization:
Implement a personalized shopping experience with recommendations and customized product suggestions.

User-Generated Content:
Encourage customers to share photos and reviews of products, building a sense of community and trust.

3

Group ideas

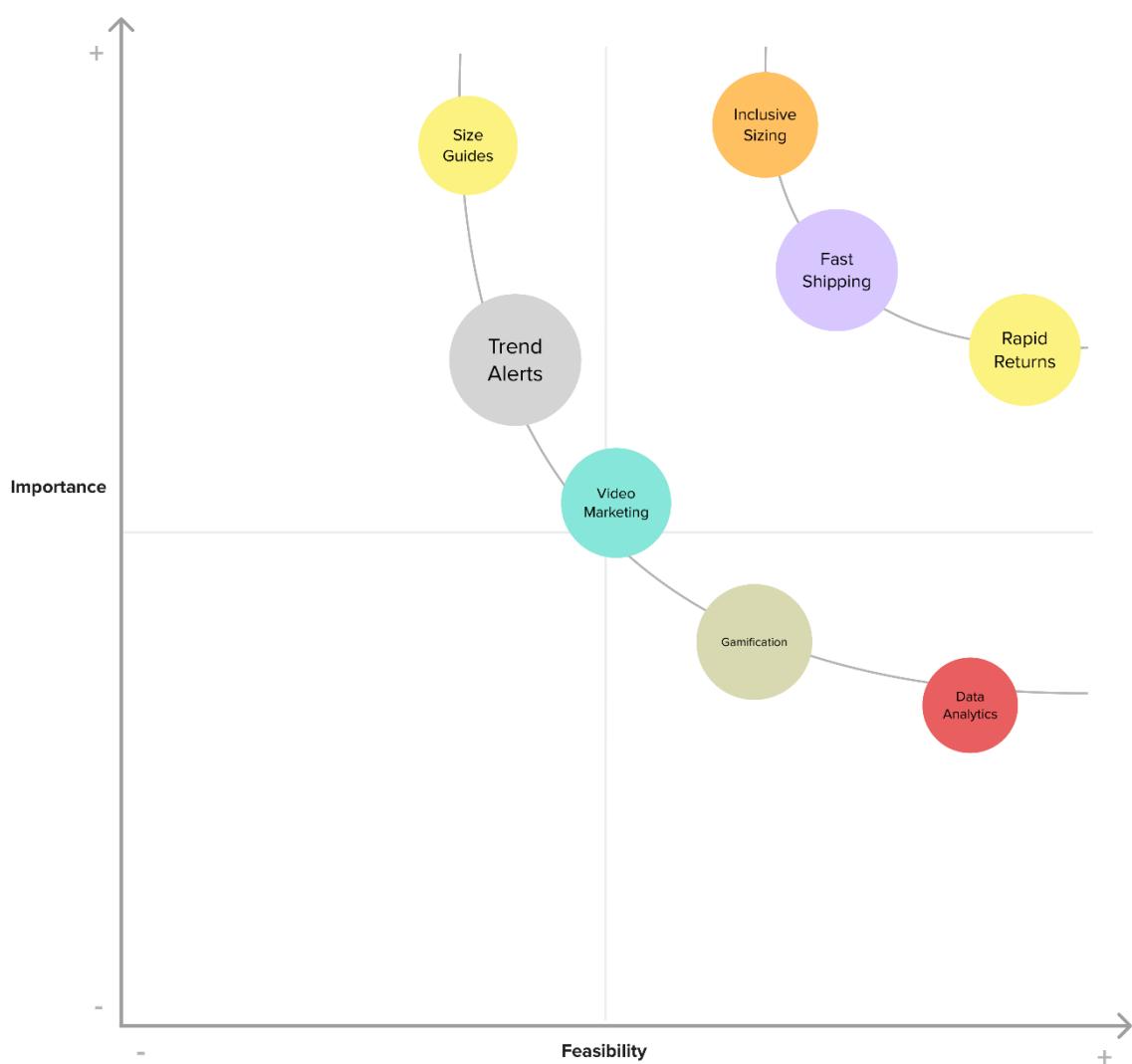
⌚ 20 minutes



4

Prioritize

⌚ 20 minutes



Reference:

<https://app.mural.co/t/funkyspace2917/m/funkyspace2917/1699122933770/e20486f5d7f17e7a49773d9bb010362921eb6e2f?sender=u896974750ab037fb6cfb063>

Project Design Phase - Part 1

Proposed solution

S.No	Parameter	Description
1	Problem Statement	<p>The problem statement for "Funky Fusion" involves establishing a strong brand identity for an online clothing store targeting teenagers. Key challenges include understanding teenage fashion preferences, values, and competition in the market. We need to create a brand name that captures the youthful, energetic spirit of our audience, design a logo that conveys the essence of "Funky Fusion," and implement an effective brand mail strategy to engage and retain teenage customers. Our goal is to develop a brand that stands out in the competitive online clothing market and resonates with the specific tastes and lifestyles of our teenage demographic.</p>
2	Idea / Solution description	<ol style="list-style-type: none">Trendy Clothing Selection: "Funky Fusion" curates a dynamic range of clothing items that align with the latest fashion trends and the vibrant, youthful style of teenagers.Gamified and Interactive Features: The platform incorporates gamified elements, such as style challenges, virtual try-on experiences, and interactive content like polls and quizzes to make shopping fun and engaging.Social Responsibility Initiatives: "Funky Fusion" takes a socially responsible stance

		<p>by supporting causes relevant to teenagers, such as sustainability and body positivity. This fosters a sense of social responsibility among the target audience.</p> <p>4. Inclusive Sizing: The brand ensures inclusivity by offering a diverse range of sizes, promoting body confidence, and addressing the diversity of teenage body types.</p> <p>5. Dedicated Mobile App: "Funky Fusion" provides a dedicated mobile app that offers a seamless and personalized shopping experience, as teenagers predominantly use smartphones for online shopping.</p>
4	Novelty / Uniqueness	<p>"Funky Fusion" aims to differentiate itself by offering a unique blend of fashion and experience tailored to the teenage demographic. The novelty lies in the combination of the following key elements:</p> <ul style="list-style-type: none"> ❖ Trendy, affordable, and quality clothing items. ❖ Gamified and interactive features to engage teenage users. ❖ Socially responsible initiatives that align with the values of the target audience. ❖ Inclusive sizing and an eco-conscious approach. ❖ A dedicated mobile app for a seamless and personalized shopping experience.

4	Social Impact / Customer Satisfaction	<p>Social Impact:</p> <p>"Funky Fusion" makes a positive social impact by ,</p> <ul style="list-style-type: none"> + supporting sustainability + promoting body positivity + championing social causes relevant to teenagers. <p>This fosters a sense of social responsibility among the young audience.</p> <p>Customer Satisfaction:</p> <p>To enhance customer satisfaction, "Funky Fusion" focuses on,</p> <ul style="list-style-type: none"> + personalization + engagement + Inclusivity + fast shipping + responsive customer service + providing quality products. <p>These efforts create a positive shopping experience and build customer loyalty.</p>
5	Business Model (Revenue Model)	<ol style="list-style-type: none"> 1. Clothing Sales: The primary revenue source is through the sale of trendy and affordable clothing items to its teenage customer base. A diverse range of clothing options caters to various styles and preferences. 2. Subscription Services: "Funky Fusion" can offer subscription services, such as premium memberships or exclusive access to limited edition collections, allowing for recurring revenue from loyal customers.

		<p>3. In-App Purchases: The dedicated mobile app can provide opportunities for in-app purchases, such as virtual accessories, clothing customization options, or exclusive in-app content, generating additional income.</p> <p>4. Collaborations and Partnerships: Collaborating with influencers and other brands can result in revenue-sharing arrangements, cross-promotions, or special product lines. These collaborations can drive growth and increase brand visibility.</p> <p>5. Loyalty Program: Implementing a loyalty program with rewards and discounts for repeat customers encourages customer retention and boosts sales.</p>
6	Scalability of the Solution	<ul style="list-style-type: none"> ❖ The online nature of the business allows for easy scalability without significant physical infrastructure investments. ❖ Partnerships with influencers and expanding the product line can drive growth. ❖ Potential international expansion can further enhance scalability.

Solution Architecture

1. **E-commerce Platform:** The core of the architecture is the e-commerce platform that hosts the online store. It includes features for product catalog management, shopping cart, payment processing, and order management.
2. **Mobile App:** The dedicated mobile app is a critical component, designed for both iOS and Android platforms. It provides a user-friendly and personalized shopping experience with features like virtual try-ons, in-app purchases, and push notifications.
3. **Database and Data Analytics:** A robust database system stores customer profiles, order history, product information, and user-generated content. Data analytics tools analyze customer behavior to provide personalized recommendations and insights for trend adaptation.
4. **User Management:** User registration, login, and account management features ensure a smooth and secure user experience.
5. **Gamification Engine:** The gamification engine incorporates interactive features, style challenges, quizzes, and virtual try-on experiences to keep users engaged and entertained.
6. **Content Management System (CMS):** A CMS is used to manage and update website and app content, including product listings, blog posts, and interactive challenges.
7. **Payment Gateway:** Integration with secure payment gateways enables seamless and safe online transactions.
8. **Logistics and Inventory Management:** The architecture includes systems to manage product inventory, order processing, and logistics, ensuring efficient order fulfillment and delivery.
9. **Social Media Integration:** Integration with popular social media platforms facilitates marketing, user-generated content sharing, and community-building.
10. **Customer Support Tools:** Chat, messaging, and customer support tools are integrated to provide responsive and helpful customer service.
11. **Loyalty Program Engine:** A loyalty program system is implemented to manage rewards, discounts, and customer retention strategies.

12. Sustainability and Inclusivity Features: Sustainability initiatives and inclusive sizing information are integrated into the product pages to promote social responsibility.

13. Influencer Collaboration Platform: An influencer collaboration platform is used to manage influencer partnerships and marketing campaigns.

14. Data Security: Robust security measures and encryption protocols are implemented to protect user data and ensure the safety of online transactions.

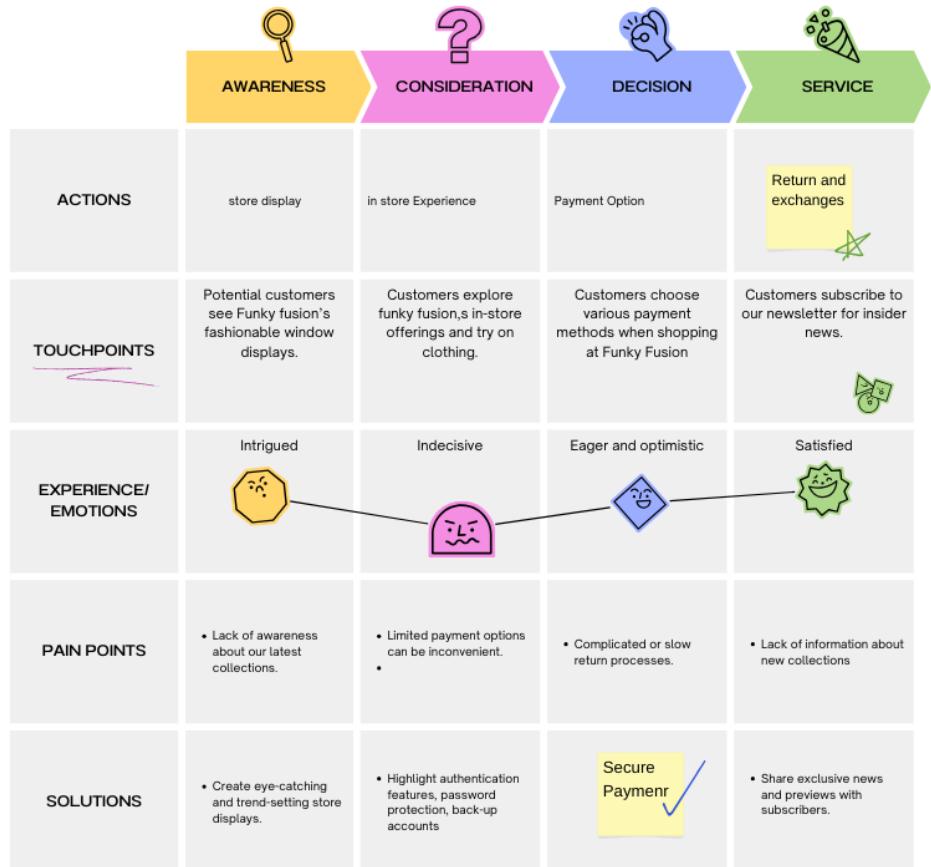
Solution Architecture Diagram:



Project Design Phase - Part 2

Determine The Requirements (Customer Journey Maps)

Funky Fusion's Customer Journey Map



ACTION ITEM	POINT PERSON
Social Media Engagement Strategy	Marketing Team
Sustainability Awareness Campaign	Sustainability Team
Mobile App Optimization	IT and Development Team
Loyalty Program Rollout	Customer Engagement Team

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

A. Functional Requirements:

S.No	Requirement	Description
1.	User Registration and Profile Management	Users can create, edit, and manage their accounts and profiles. Size preferences and style interests can be specified.
2.	Product Catalog	Display a categorized catalog of clothing items with detailed product descriptions, images, and pricing.
3.	Search and Filters	Enable users to search for products and apply filters based on criteria like size, color, and price range.
4.	Virtual Try-On Feature	Include a virtual try-on tool in the mobile app for users to visualize how clothing items will look on them.
5.	Shopping Cart and Checkout	Users can add items to their shopping carts, review selections, and complete secure purchases.
6.	Payment Processing	Support various payment methods, including credit cards, mobile payments, and digital wallets.
7.	Order Tracking	Allow customers to track their orders in real-time, receiving updates on shipping and delivery.
8.	Interactive Features	Incorporate gamification elements, style challenges, quizzes, and interactive content for user engagement.
9.	User-Generated Content	Enable users to post reviews, photos, and comments on products to contribute to the community.
10.	Customer Support	Provide a chat and messaging system for customers to contact support and track inquiries with a ticketing system.

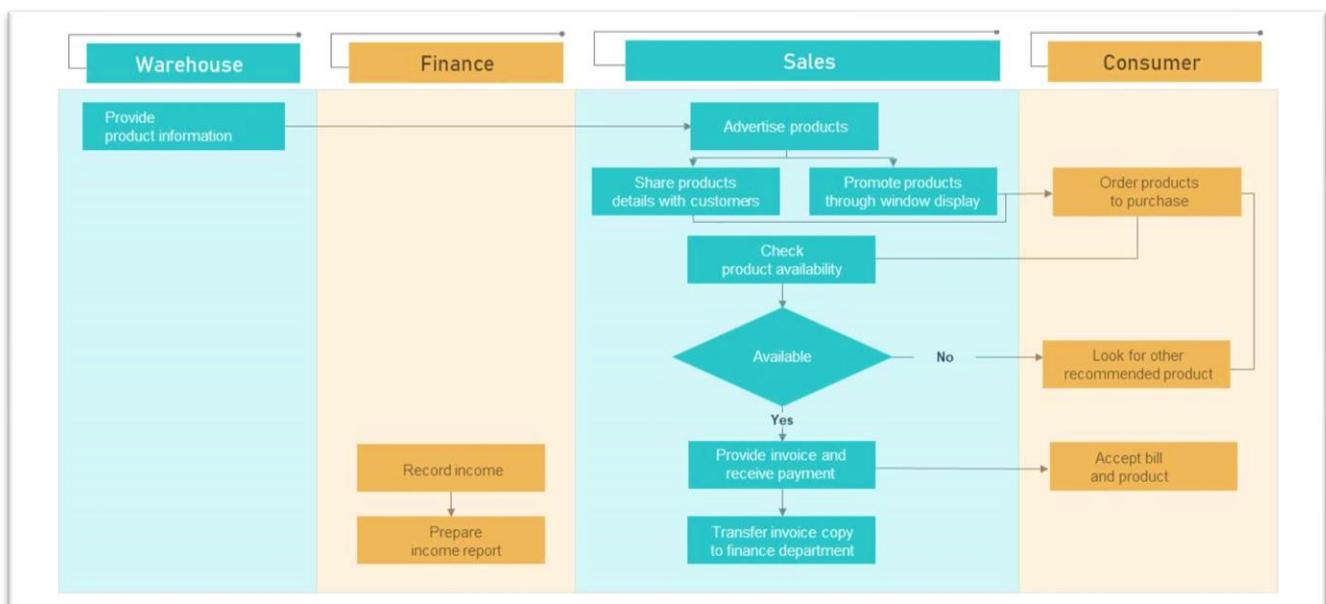
11.	Loyalty Program	Manage a loyalty program to track points earned and redeemed by customers.
12.	Sustainability Information	Include sections on the website and app with information on the brand's sustainability initiatives and eco-friendly practices.
13.	Social Media Integration	Allow users to share their purchases and experiences on social media platforms.
14.	Influencer Collaboration Management	Implement a system for collaborating with influencers, tracking campaigns, and measuring their impact on the brand's performance.
15.	Content Management	Utilize a content management system (CMS) to manage and update website and app content, including product listings, blog posts, and interactive challenges.

B. Non-functional Requirements:

S.No	Requirement	Description
1	Performance	The system must respond to user interactions and process transactions efficiently, with minimal lag and delays.
2	Scalability	The platform should be designed to easily accommodate increased traffic and user growth without performance degradation.
3	Security	The system should implement robust security measures to protect user data and ensure safe online transactions.
4	Usability	The website and app should have an intuitive and user-friendly interface that provides a seamless shopping experience.

5	Compatibility	The mobile app and website should be compatible with various devices, browsers, and operating systems.
6	Reliability	The system must be reliable and available, minimizing downtime and disruptions in service.
7	Data Privacy	Users' personal information and data should be stored and handled in compliance with data privacy regulations.
8	Accessibility	The platform should be accessible to all users, including those with disabilities, ensuring an inclusive shopping experience.
9	Load Handling Capacity	The system should be able to handle spikes in traffic during promotional events and sales without performance degradation.
10	Response Time	The system must provide fast response times to user actions, ensuring a smooth and responsive user experience.

C. Flow Chart:



D. Technical Architecture





E. Opensource framework:

1. E-commerce Framework:

- **WooCommerce**: An open-source e-commerce plugin for WordPress, offering flexibility and customization for online stores.

2. Mobile App Development:

- **React Native**: A framework for building mobile apps using JavaScript and React, supporting cross-platform development.
- **Flutter**: Google's UI toolkit for building natively compiled applications for mobile, web, and desktop from a single codebase.

3. Database and Data Analytics:

- **MySQL**: An open-source relational database management system.
- **PostgreSQL**: An advanced, open-source, and extensible database system.
- **Apache Hadoop**: For big data storage and processing.

4. User Management:

- **Keycloak**: An open-source identity and access management solution.

5. Content Management:

- **WordPress**: A popular open-source CMS that can be used for managing website content.
- **Joomla**: Another open-source CMS option.

6. Payment Processing:

- **Stripe**: A developer-friendly payment processing platform with open APIs.
- **PayPal SDK**: Open-source SDKs for integrating PayPal payments.

7. Social Media Integration:

- **Facebook for Developers**: Open-source tools for integrating with the Facebook platform.
- **Twitter API**: Access Twitter's features for social media integration.

8. Sustainability and Inclusivity Features:

- **Sustainable Web Design Frameworks**: Utilize web design frameworks that prioritize sustainability and inclusivity practices.

9. Security:

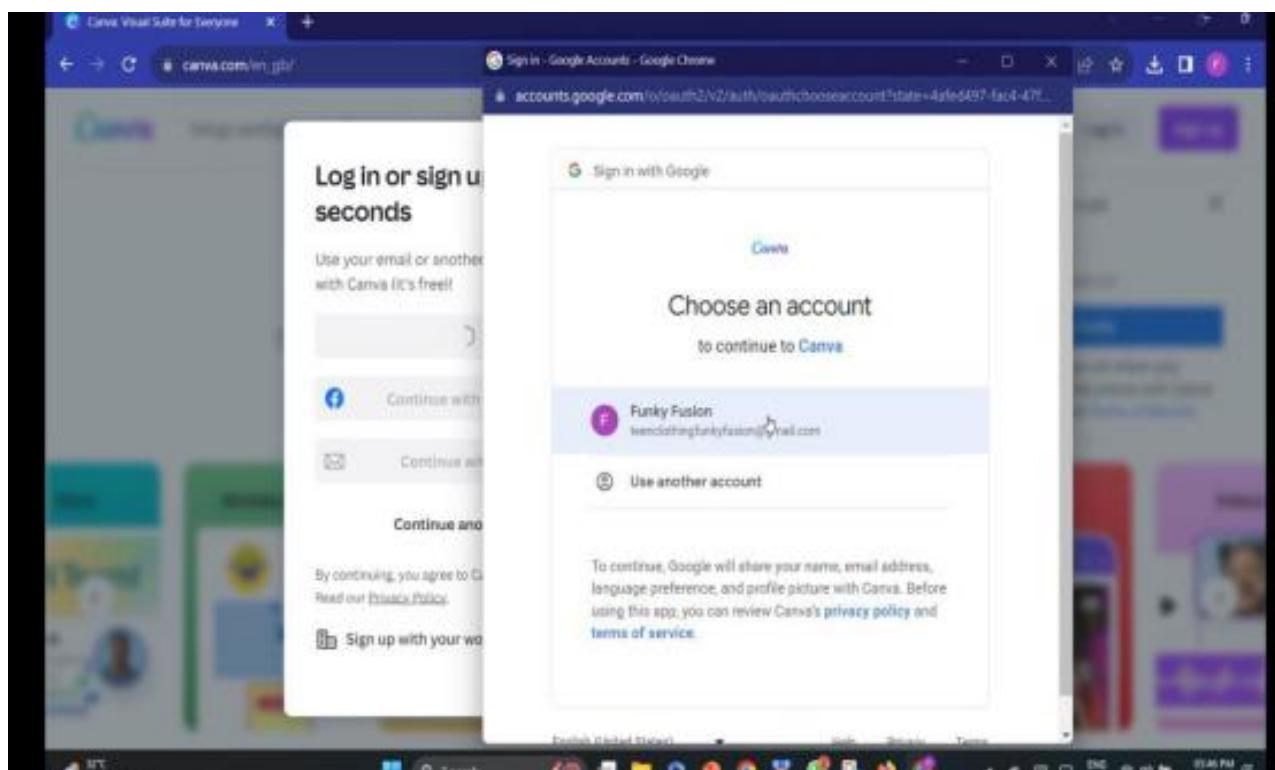
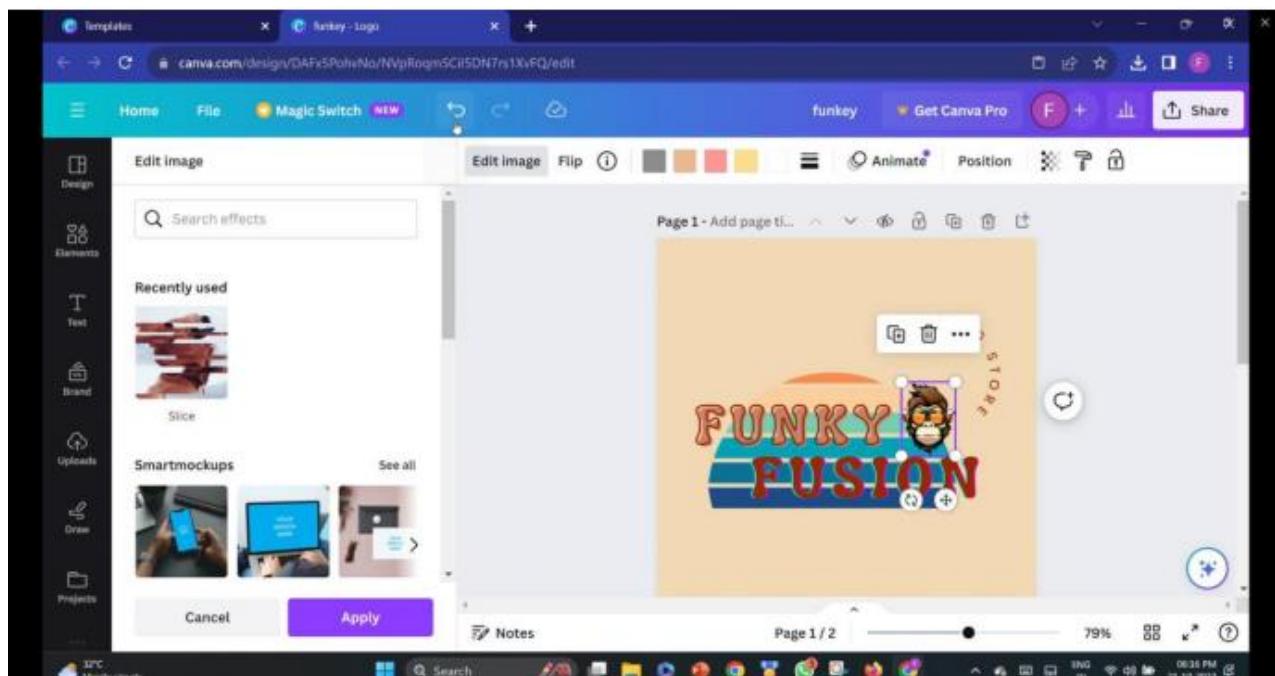
- **OWASP**: The Open Web Application Security Project offers open-source resources for web application security.

10. Data Analytics and Visualization:

- **Apache Spark**: For large-scale data processing and analytics.
- **Tableau Public**: An open-source tool for data visualization.

11. Loyalty Program:

- **Open Loyalty**: An open-source loyalty platform for creating loyalty and referral programs.



F. Third-Party API's

I. Google Analytics:

- **Purpose:** Google Analytics is a web analytics service that allows "Funky Fusion" to track and analyze website traffic and user behavior. This tool provides valuable insights into how visitors interact with the online store.
- **Usage:**
 - **Traffic Analysis:** It helps monitor the number of visitors, page views, and bounce rates to understand the overall website traffic.
 - **Conversion Tracking:** By setting up goals and e-commerce tracking, "Funky Fusion" can measure the effectiveness of marketing campaigns and track conversions.
 - **User Behavior:** The tool offers insights into which products are popular, what pages users visit, and how long they stay on the website.
 - **Custom Reports:** Customized reports can be generated to gain insights into specific aspects of the business, such as popular product categories and user demographics.
- **Benefits:** Google Analytics allows "Funky Fusion" to make data-driven decisions, optimize the website's user experience, and fine-tune marketing strategies to attract and retain teenage customers effectively.

II. Mailchimp:

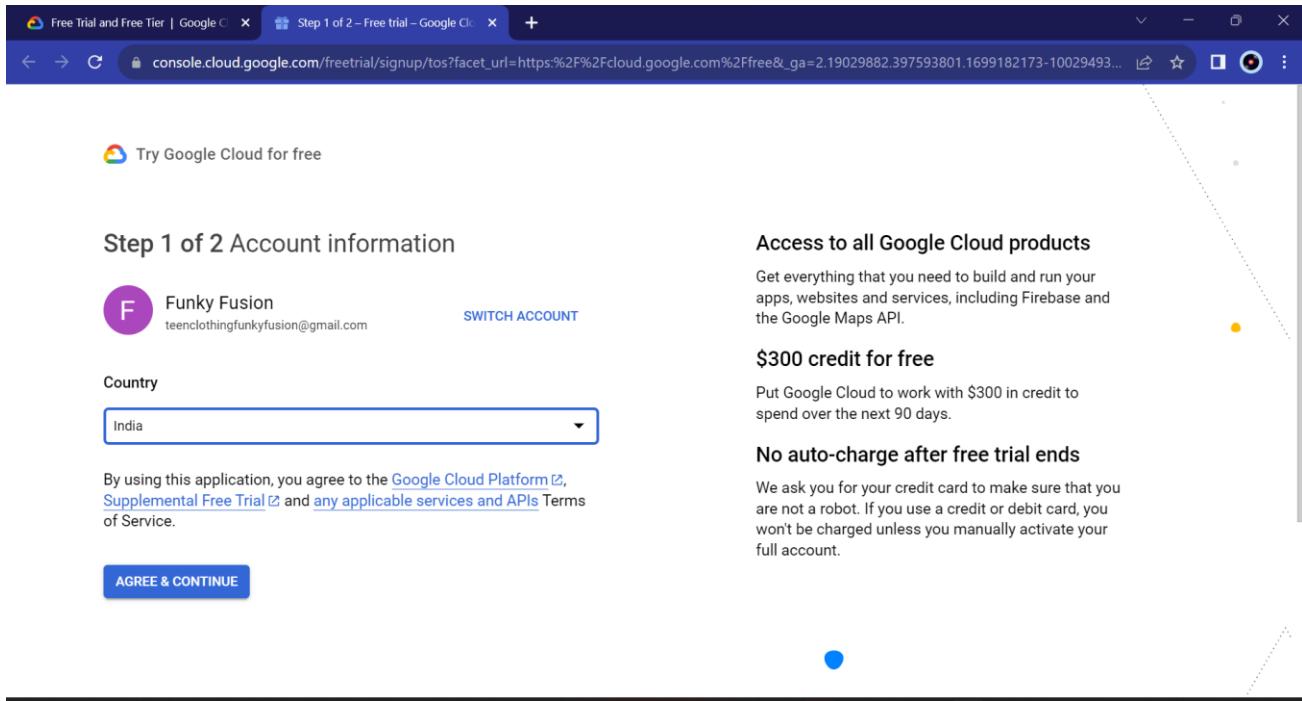
- **Purpose:** Mailchimp is an email marketing platform that enables "Funky Fusion" to create and send targeted email campaigns, newsletters, and promotional messages to its customers.
- **Usage:**
 - **Email Campaigns:** "Funky Fusion" can design and send engaging email campaigns to inform customers about new arrivals, promotions, and special events.

- **Segmentation:** The platform allows segmenting the email list to send personalized content to different customer groups.
- **Automation:** "Funky Fusion" can set up automated email sequences for welcome emails, abandoned cart reminders, and post-purchase follow-ups.
- **Analytics:** Mailchimp provides detailed analytics on email performance, including open rates, click-through rates, and conversion data.
- **Benefits:** Mailchimp enables "Funky Fusion" to maintain customer engagement, promote products effectively, and build strong relationships with teenage customers through tailored and automated email marketing.

III. Canva:

- **Purpose:** Canva is a design platform that offers tools for creating graphics, posters, social media images, and other visual content.
- **Usage:**
 - **Visual Content Creation:** "Funky Fusion" can use Canva to design visually appealing social media posts, promotional graphics, and marketing materials.
 - **Custom Product Images:** Canva can be used to create custom product images and banners, making product listings more engaging.
 - **Branding:** Canva provides templates for maintaining a consistent brand identity in all visual content, ensuring a professional and recognizable brand image.
- **Benefits:** Canva empowers "Funky Fusion" to create eye-catching and on-brand visuals for marketing and promotions, contributing to a visually appealing and cohesive brand identity that resonates with teenage customers.

G. Cloud Deployment



Project Development Phase

A. No. Of Functional Features Included In The Solution

1. User Registration and Authentication:

- User account creation and login for personalized experiences.

2. Product Catalog:

- Display a wide range of clothing products, including images, descriptions, prices, and availability.

3. Search and Filtering:

- Allow users to search for products and filter results by category, size, color, etc.

4. Shopping Cart:

- Enable users to add and manage items in their shopping carts.

5. Checkout and Payment:

- Secure payment processing for order placement.

6. Order History:

- Keep track of users' previous orders for reference.

7. Wishlist and Favorites:

- Let users save items they're interested in for future purchase.

8. Product Reviews and Ratings:

- Allow customers to leave reviews and rate products.

9. User Profile Management:

- Users can update their personal information and shipping addresses.

10. Promotions and Discounts:

- Apply discounts, coupon codes, and offer promotions for special events.

11. Related Products:

- Display related or recommended products based on user preferences.

12. Customer Support and FAQs:

- Provide a help center, FAQs, and customer support contact options.

13. Social Media Integration:

- Share products and engage with customers on social media platforms.

14. Email Notifications:

- Send order confirmations, shipping updates, and marketing emails.

15. Sustainability Information:

- Display information on sustainable and eco-friendly product options.

16. Influencer Collaborations:

- Manage influencer partnerships and showcase collaborations.

17. Mobile App:

- Offer a mobile app for convenient shopping on smartphones and tablets.

18. Virtual Try-On:

- Provide a feature that allows users to virtually try on clothing items.

19. Gamification:

- Integrate gamified elements like challenges, quizzes, or rewards for engagement.

20. Multi-language and Currency Support:

- Make the store accessible to a diverse audience.

21. Data Analytics and Reporting:

- Collect and analyze data for marketing and business insights.

22. Content Management System (CMS):

- Manage website and app content, including blog posts and landing pages.

B. Code-Layout, Readability And Reusability

Code Layout:

- 1. Consistent Indentation:** Use a consistent and standardized indentation style, such as two or four spaces, to improve code readability.
- 2. Organized Directory Structure:** Maintain a well-organized directory structure for your project files, grouping related code and assets together.
- 3. Descriptive File and Folder Names:** Use clear and descriptive file and folder names to help developers quickly understand the purpose of each file.
- 4. Comments and Documentation:** Add comments to explain complex code sections and use documentation to describe the purpose of functions, classes, and modules.

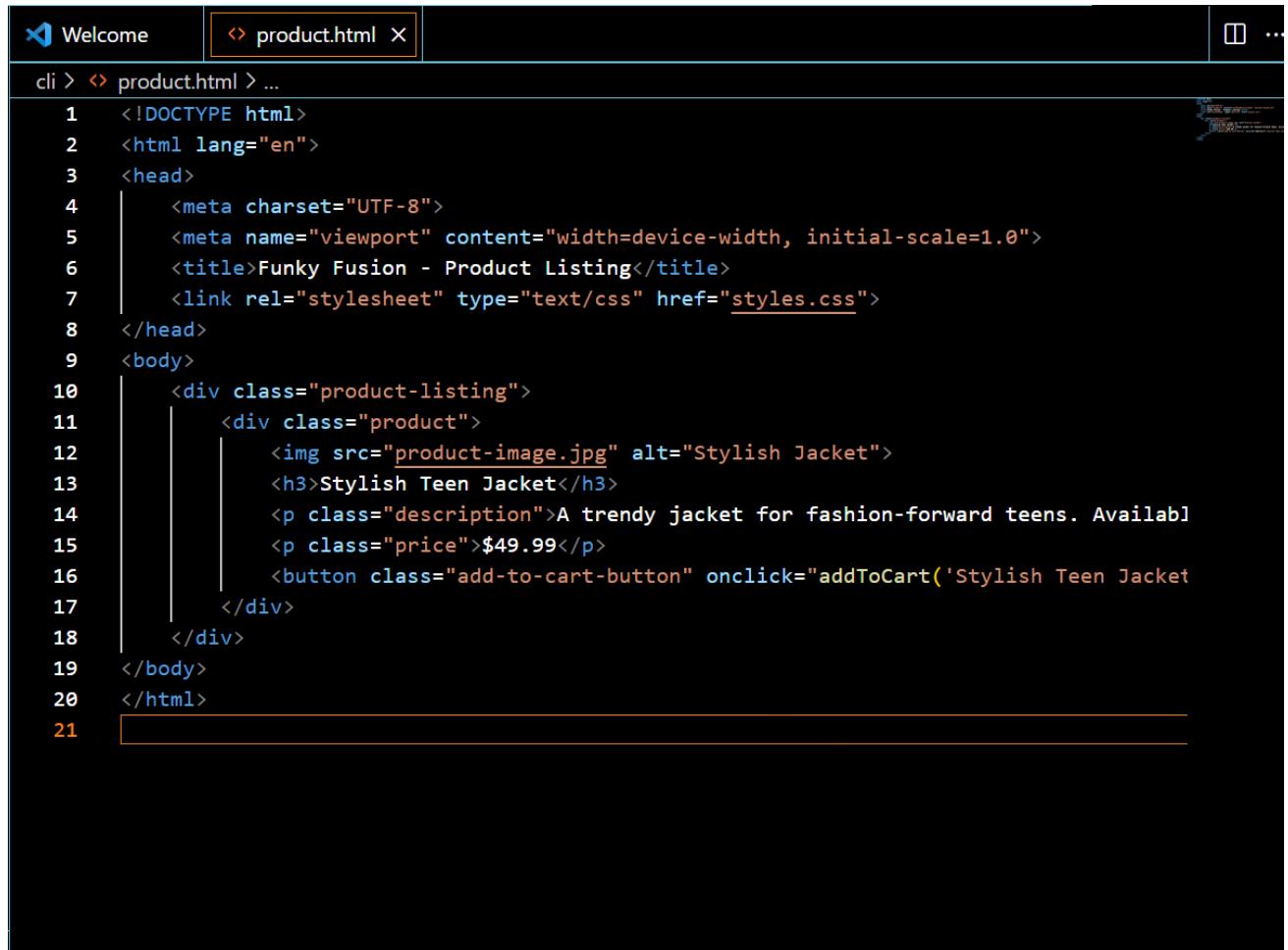
Readability:

5. **Clear Variable and Function Naming:** Use descriptive and meaningful names for variables, functions, and classes. Avoid cryptic abbreviations.
6. **Consistent Coding Style:** Follow a consistent coding style throughout the project. If you're working with a team, consider adopting a coding style guide.
7. **Whitespace Usage:** Use whitespace judiciously to improve code readability. Properly space out code blocks, statements, and expressions.
8. **Limit Line Length:** Keep lines of code within a reasonable length (e.g., 80-120 characters) to prevent horizontal scrolling.
9. **Avoid Deep Nesting:** Minimize nested structures to prevent excessive indentation and enhance code clarity.

Reusability:

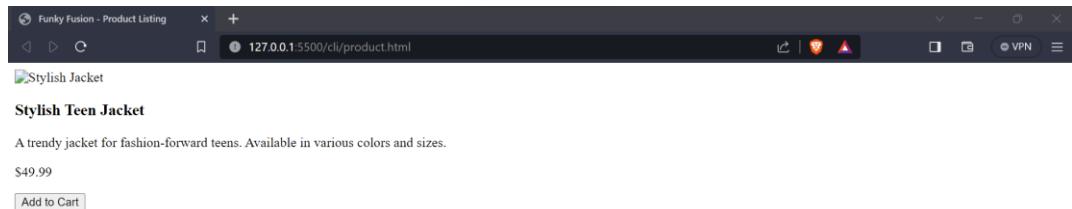
10. **Modular Code:** Break down your code into reusable modules, functions, and classes to avoid redundancy and make it easier to maintain.
11. **Code Libraries and Frameworks:** Utilize existing libraries and frameworks for common functionalities, reducing the need to reinvent the wheel.
12. **Parameterization:** Create functions and classes with parameters that allow customization, enhancing code flexibility and reusability.
13. **Separation of Concerns:** Implement the separation of concerns, such as separating user interface code from business logic.
14. **Use of Functions and Methods:** Instead of repeating code, encapsulate logic in functions and methods that can be called multiple times.
15. **Configuration Files:** Use configuration files to store settings and parameters that can be easily adjusted without modifying the code.
16. **Testing and Validation:** Write unit tests to validate the functionality of your code, ensuring that changes or updates don't break existing features.

Sample code :



```
cli > ◊ product.html > ...
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta name="viewport" content="width=device-width, initial-scale=1.0">
6      <title>Funky Fusion - Product Listing</title>
7      <link rel="stylesheet" type="text/css" href="styles.css">
8  </head>
9  <body>
10     <div class="product-listing">
11         <div class="product">
12             
13             <h3>Stylish Teen Jacket</h3>
14             <p class="description">A trendy jacket for fashion-forward teens. Available in various colors and sizes.</p>
15             <p class="price">$49.99</p>
16             <button class="add-to-cart-button" onclick="addToCart('Stylish Teen Jacket')>Add to Cart</button>
17         </div>
18     </div>
19 </body>
20 </html>
21
```

Test done:



C. Utilization Of Algorithms, Dynamic Programming, Optimal Memory Utilization

1. Search Algorithms:

- **Binary Search:** Implement binary search algorithms to quickly locate specific products in a sorted product catalog. This reduces the time complexity of searching for items.
- **Trie Data Structure:** Use trie structures for efficient prefix-based searching. This can be valuable when users type in search queries, and the system needs to quickly suggest relevant products.

2. Recommendation Systems:

- **Collaborative Filtering:** Develop recommendation algorithms that analyze user behavior and preferences to suggest products that similar users have liked.
- **Content-Based Filtering:** Utilize content-based recommendation algorithms that consider the attributes of products and match them with users' preferences.
- **Matrix Factorization:** Apply matrix factorization techniques to factorize user-product interaction matrices for personalized recommendations.

3. Dynamic Programming:

- **Optimal Pricing Strategy:** Implement dynamic programming to determine the optimal pricing strategy for products based on factors like demand, competition, and inventory.
- **Sequencing:** Use dynamic programming for optimizing the sequencing of order fulfillment, ensuring efficient order processing and shipment scheduling.

4. Optimal Memory Utilization:

- **Caching:** Employ caching mechanisms to store frequently accessed data, such as product details and images, in memory. This reduces database and storage access, improving response times.

- **Memory Leak Detection:** Implement tools and practices to detect and address memory leaks in the codebase, ensuring efficient memory utilization.
- **Lazy Loading:** Load data and resources on-demand, reducing the amount of data stored in memory at once. For example, load product images only when they are viewed.

5. Inventory Management:

- **Optimal Reorder Points:** Utilize dynamic programming to determine optimal reorder points for products in inventory. This ensures that the right quantity is ordered at the right time, minimizing holding costs and stockouts.

6. Data Compression:

- **Image Compression:** Implement image compression algorithms to reduce the memory footprint of product images while maintaining visual quality. This reduces the amount of storage and bandwidth required.

7. Database Indexing:

- Use efficient indexing algorithms in the database to speed up queries, reducing the amount of data that needs to be loaded into memory for processing.

8. Session Management:

- Implement efficient session management techniques to store user-specific data in memory during their session, reducing the need to query the database repeatedly.

9. Resource Cleanup:

- Implement resource cleanup and garbage collection mechanisms to release memory used by objects and data structures that are no longer needed.

```

File Edit Selection View Go Run ... ⏪ ⏩ .vscode
Welcome JS listing.js ...
cli > JS listing.js > binarySearch
1 function binarySearch(arr, target) {
2     let left = 0;
3     let right = arr.length - 1;
4
5     while (left <= right) {
6         const mid = Math.floor((left + right) / 2);
7
8         if (arr[mid] === target) {
9             return mid; // Found the target
10        } else if (arr[mid] < target) {
11            left = mid + 1; // Adjust left boundary
12        } else {
13            right = mid - 1; // Adjust right boundary
14        }
15    }
16
17    return -1; // Target not found
18 }
19
20 // Example usage:
21 const sortedProducts = [10, 20, 30, 40, 50, 60, 70, 80, 90];
22 const targetProduct = 50;
23
24 const result = binarySearch(sortedProducts, targetProduct);
25
26 if (result !== -1) {
27     console.log(`Product found at index ${result}`);
28 } else {
29     console.log(`Product not found.`);
}

```

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3PM Mostly cloudy

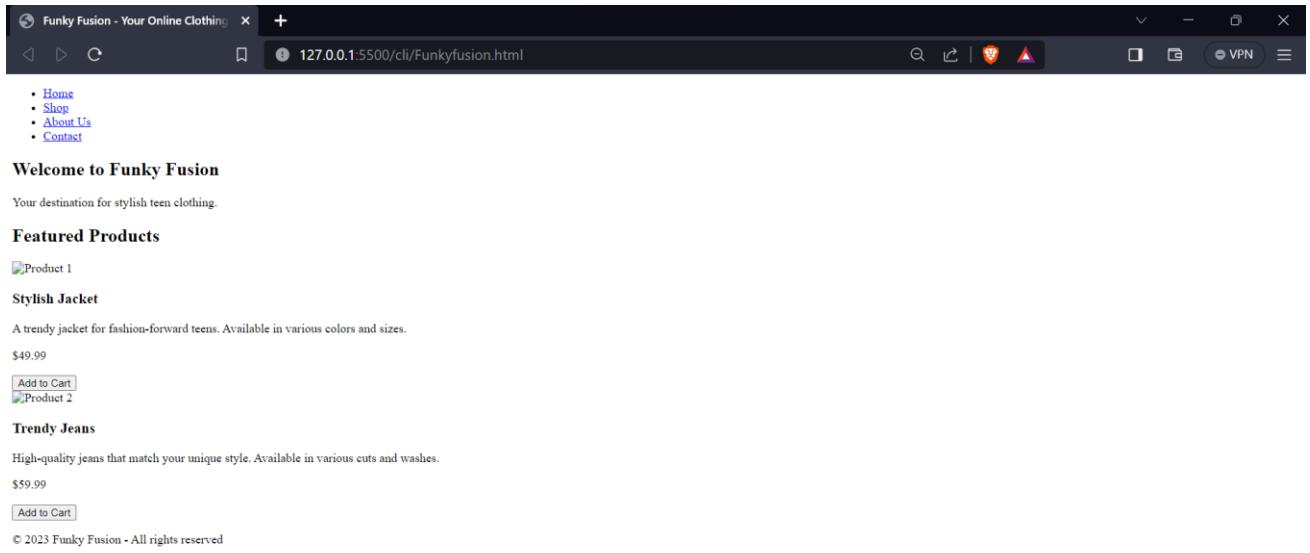
D. Debugging & Traceability

```

File Edit Selection View Go Run ... ⏪ ⏩ .vscode
EXPLORER .VSCODE ...
cli > Funkyfusion.html ...

```

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E. Exception Handling

Exception handling is a crucial aspect of software development, helping you manage and respond to unexpected errors or exceptional situations in your code. In JavaScript, you can use the **try...catch** statement to handle exceptions. Here's an overview of how to use exception handling in JavaScript:

CODE:

```
try {  
    const result = undefinedVariable * 2; // This line will throw an exception  
} catch (error) {  
    console.error("An error occurred:", error.message);  
} finally {  
    console.log("Execution completed.");  
}
```

The code in the **catch** block will handle the exception, and the code in the **finally** block will run afterward.

Project Development Phase

Model Performance Metrics

1. **Accuracy:** Measures the proportion of correct predictions over the total predictions. It's commonly used for binary and multiclass classification tasks.
2. **Precision:** Also known as positive predictive value, it measures the ratio of true positive predictions to the total positive predictions. It's useful when minimizing false positives is critical.
3. **Recall (Sensitivity):** Measures the ratio of true positive predictions to the total actual positives. It's important when minimizing false negatives is a priority.
4. **F1-Score:** The harmonic mean of precision and recall, providing a balanced measure of model performance. It is useful when you want to consider both precision and recall.
5. **ROC Curve (Receiver Operating Characteristic):** Graphs the trade-off between true positive rate (TPR) and false positive rate (FPR) as you adjust the model's threshold. The area under the ROC curve (AUC-ROC) quantifies the model's overall performance.
6. **PR Curve (Precision-Recall Curve):** Plots precision against recall, focusing on the performance of the model at different probability thresholds.
7. **Confusion Matrix:** A tabular representation of actual and predicted classifications, which is helpful for understanding the model's behavior.

Project Documentation

NAAN MUDHALVAN PROJECT *(Brand Name Creation)

NMID - NM2023TMID10642

Brand Name: Funky Fusion

Tag Line: Style Unleashed!!

Category: Online Clothing Store

Target Audience: All (Boys & Girls), Age: Teenage (13-19)

Brand Personality Trait: Energetic and Authentic

Email: teenclothingfunkylusion@gmail.com

Logo Theme: Related to clothing store – Coordinate shades

Logo Design

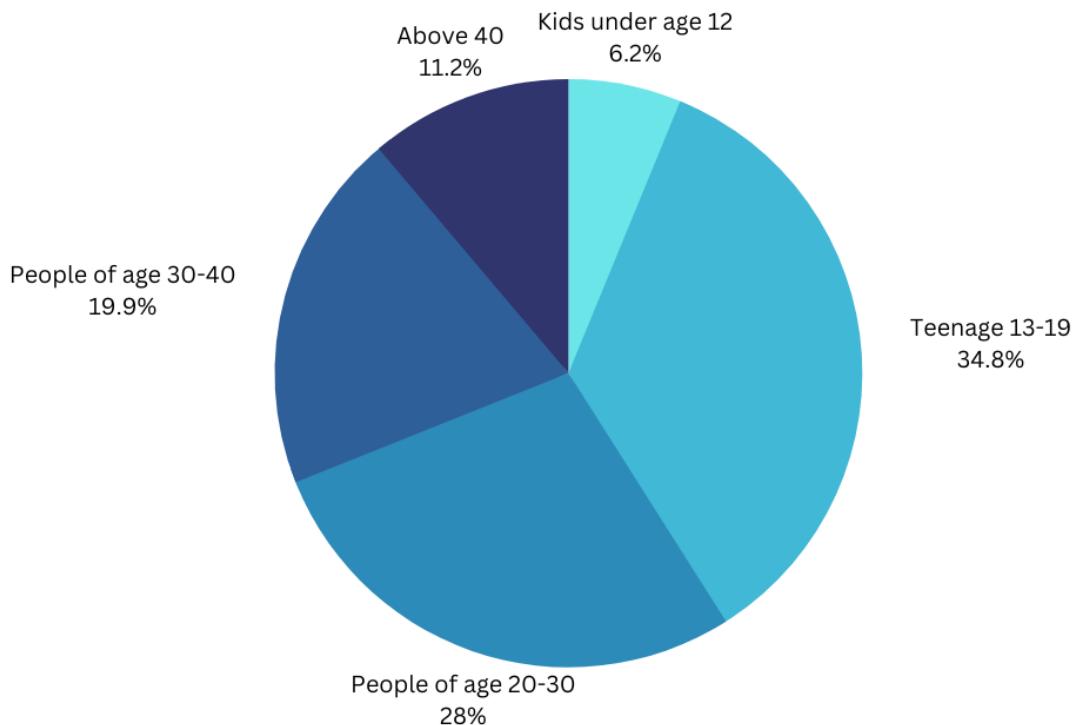


Documentation - Attached Screenshots with Steps

Step 1: Identify Your Target Audience



Online Shopping Survey



Target Audience – Teenage (13-19)



of all teens make purchases online.

Think with Google

Google/Ipsos, U.S., "The Mobile-First Mindset of Gen Z," all teens defined as 13- to 17-year-olds n=1,000, Hispanic teens n=996, Black teens n=1000, 18- to 24-year-olds n=1,009, 25- to 34-year-olds n=1,004, Aug. 2016.

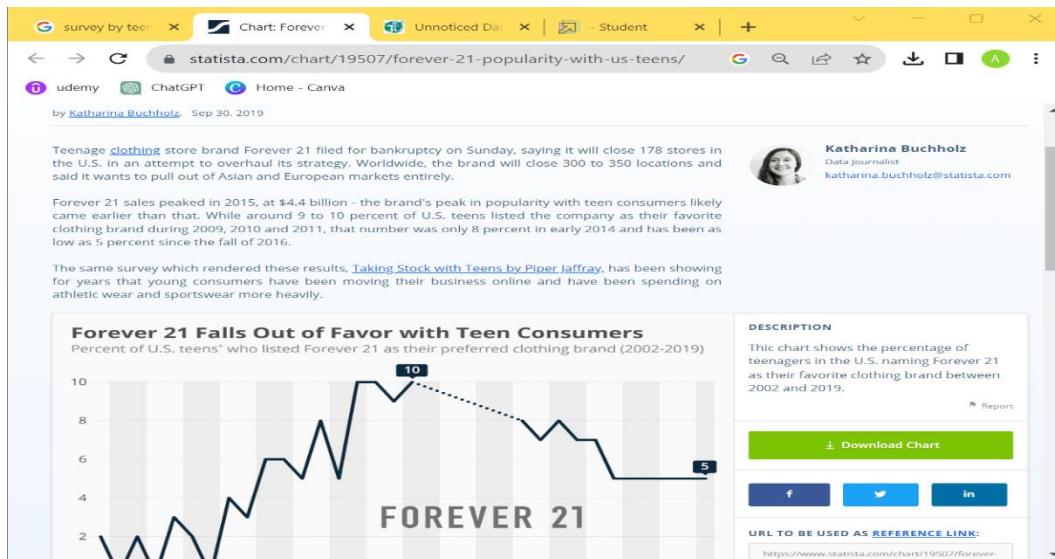
Sources:

Table-7: Measures on fashion apparels

Code	Statements
1	To me shopping is a way to relieve stress.
F.A.B-1	I purchase apparels when I want to treat myself to something special.
F.A.B-2	I purchase apparels to keep up with the trends.
4	I purchase apparels for the sake of variety in my collection of clothes.
P.C.B-1	I go for apparel shopping only during sales.
P.C.B-2	I enjoy looking for discounts when I purchase clothes.
7	I purchase brands which give me value for money.
8	I prefer buying high-priced apparels for prestige's sake.
9	Cost is never a barrier when I purchase apparels.
10	I purchase apparels which seem similar to the ones worn by my favorite actor/actress in a movie
B.C.G-1	I purchase a particular brand because I get apparels of my fitting.
12	When I purchase apparels, I usually look for sophistication in design.
RGB-1	My apparel purchase is influenced by what my friends purchase.
RGB-2	Parents have a say in my purchase decision.
P.C.B-3	I am tempted to buy more clothes during the sales season.
16	Sometimes I purchase clothes against my liking because they fall in my budgeted estimate.
17	I purchase clothes that are very loud in colors and

Income level	Type of branded apparels			Total
	Shirt	Trousers	T-shirt	
< 20000	57	19	104	180
40001-60000	42	62	37	141
Total	99	81	141	321

1 Cross tab of income level and Branded apparel preference



survey by teenage custom | R² Perceptions regarding bran... | Consumer & Brand report | Unnoticed Danger: The Fi... | - Student

researchgate.net/figure/Perceptions-regarding-branded-clothing_tb1_265487964

by udemy ChatGPT Home - Canva

ResearchGate

Search for publications, researchers, or questions

Discover by subject area

Recent researchers Join the discussion Log in

Table 1 - uploaded by Eddie Hestet

Download View publication

A1: I buy branded clothes because my friends wear branded clothes 1.981 1.157
A2: Having branded clothes is very important to me 3.131 1.346
A3: Branded clothes create my identity: it is part of who I am. 2.914 1.489
A4: In my culture, people who wear branded clothes are seen as successful, rich and high class 3.168 1.422
A5: Price is not important when I buy branded clothes (I don't mind paying a lot of money for it) 2.893 1.371
A6: Buying branded clothing is a habit: I do not need to think a lot before buying a branded item 2.612 1.278
A7: I think branded clothes are of very high quality 4.075 1.167
A8: It is very important to me what others think of me 2.697 1.453
A9: I identify strongly with advertising about branded clothes: I want to be like the people in the advert 2.664 1.381
A10: Wearing branded clothing makes me feel good about myself 3.743 1.350

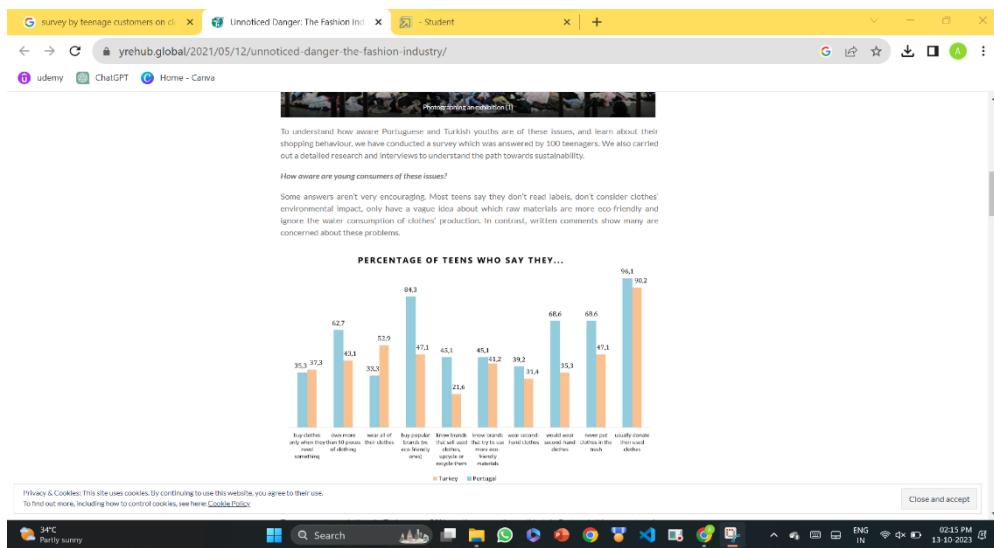
Perceptions regarding branded clothing

Source publication

34°C Party sunny

Search

ENG IN 02:20 PM 13-10-2021



Step 2: Define Your Brand Personality

BRAND PERSONALITY

1. TRENDY

Fashionable, up-to date



2. ENERGETIC

Match the teen energy



3. INCLUSIVE

Useful and apt to everyone



4. CONFIDENT

Showcase themselves, more self love

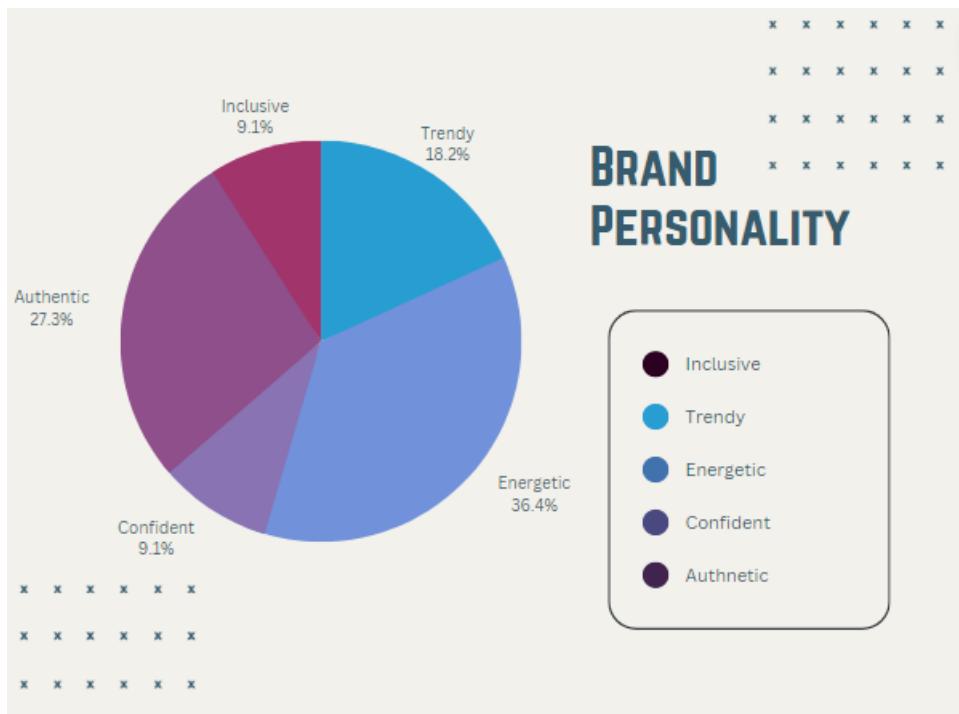


5. AUTHENTIC

Very unique, genuine, consistent



Personality Traits of clothing stores



Brand Personality Trait- Energetic, Authentic

Step 3: Make A List of Brand Name Ideas

1. Trend Fizz - Implies staying current with fashion trends while adding excitement.
2. Teen Vibe - Captures the youthful and trendy spirit of teenagers.
3. Funky Fusion - Combines "funky" and "fusion" to signify a blend of unique, stylish elements.
4. Zestful Zing - Conveys a lively and energetic sense of style and fashion.
5. Pulse Pop - Reflects a brand that's pulsating with trendy and popular fashion.
6. Glam Groove - Combines glamour and groove, representing fashionable and rhythmic style.
7. Retro Rush - Evokes a sense of nostalgia for retro fashion trends.
8. Cool Quake - Implies a trendy and cool fashion that can cause a stir.
9. Wave Whirl - Conveys a dynamic and ever-changing fashion sense.

- 10. Fresh Flare** - Implies a fresh and vibrant style that stands out.
- 11. Eclectic Edge** - Combines a variety of elements for a unique and edgy fashion style.
- 12. Splash Street** - Evokes a lively and visually appealing fashion scene.
- 13. Nova Nest** - Suggests a place where new and exciting fashion is gathered.
- 14. Pop Chic** - Represents a fusion of popular and stylish fashion.
- 15. Stellar Style** - Implies fashion that's on a stellar or high level.
- 16. Radiant Riot** - Conveys a vibrant and colourful fashion revolution.
- 17. Colour Craze** - Reflects a passion for vibrant and colourful fashion.
- 18. Groovy Glimpse** - Implies a fashionable style with a touch of grooviness.
- 19. Youth Fusion** - Combines youthfulness and fusion to represent trendy styles.
- 20. Joy Rush** - Conveys a sense of joyful and exciting fashion.

Step 4: Narrow Your List

Brainstorming session with team members for Brand Name Selection

Ashlin Stephy Anclin Princy Ashmika Brintha Babidsha Sancy

Funky Fusion	Teen Vibe	Cool Quake	Fresh Flare	Funky Fusion
popChick	Funky Fusion	Wave Whirl	Funky Fusion	Glam Groove
Retro rush	Nova Nest	Funky Fusion	Pulse Pop	Retro Rush
Fresh flare	Radiant Riot	Eclectic Edge	Pop Chic	Eclectic Edge
Joy Rush	Youth Fusion	Nova Nest	Youth Fusion	Nova Nest

Final Brand Names after Brainstorming:

✚ Funky fusion

✚ Pulse Pop

✚ Cool Quake

✚ Eclectic Edge

✚ Pop Chic

Step 5: Check For Availability

1. Funky Fusion

The screenshot shows the VAKIL SEARCH website on a Windows desktop. The browser tabs are open to 'Templates' and 'Trademark Brand Name Search Av...'. The address bar shows 'vakilsearch.com/trademarks/funky-fusion'. The page header includes 'VAKIL SEARCH' and a 'Consult an Expert' button. A navigation menu at the top has tabs for 'Business Setup', 'Tax & Compliance', 'Trademark & IP' (which is highlighted), 'Documentation', 'Fundraising', 'NGO', and 'Property & Personal'. Below the menu, there are input fields for 'Email', 'Mobile Number', and 'Select City', followed by a large yellow 'Get Started' button. To the left, a section says "'funky-fusion'" Name might be available. Talk to our TM experts to reserve it for you.' with three bullet points: 'Get Guaranteed 1 day filing T&C*', 'Senior IP lawyers draft your TM', and '100% Online process'. The Windows taskbar at the bottom shows various pinned icons and the date/time as 07:42 PM, 22-10-2023.

2.Pulse Pop

The screenshot shows the VAKIL SEARCH website on a Windows desktop. The browser tabs are open to 'Templates' and 'Trademark Brand Name Search Av...'. The address bar shows 'vakilsearch.com/trademarks/pulse-pop'. The page header includes 'VAKIL SEARCH' and a 'Consult an Expert' button. A navigation menu at the top has tabs for 'Business Setup', 'Tax & Compliance', 'Trademark & IP' (highlighted), 'Documentation', 'Fundraising', 'NGO', and 'Property & Personal'. Below the menu, there are input fields for 'Email', 'Mobile Number', and 'Select City', followed by a large yellow 'Get Started' button. To the left, a section says "'pulse-pop'" Name might be available. Talk to our TM experts to reserve it for you.' with three bullet points: 'Get Guaranteed 1 day filing T&C*', 'Senior IP lawyers draft your TM', and '100% Online process'. The Windows taskbar at the bottom shows various pinned icons and the date/time as 07:45 PM, 22-10-2023.

3.Cool Quake

The screenshot shows the VAKIL SEARCH website interface. At the top, there's a navigation bar with tabs: Business Setup, Tax & Compliance, **Trademark & IP**, Documentation, Fundraising, NGO, and Property & Personal. A yellow 'Consult an Expert' button is visible in the top right. Below the tabs, a message says "'cool-quake' Name might be available." followed by "Talk to our TM experts to reserve it for you." To the right, there's a form with fields for Email, Mobile Number, and Select City, and a large yellow 'Get Started' button. On the left, a sidebar lists three benefits: 'Get Guaranteed 1 day filing T&C*', 'Senior IP lawyers draft your TM', and '100% Online process'. The browser's address bar shows 'vakilsearch.com/trademarks/cool-quake'. The taskbar at the bottom includes icons for 3TC Haze, Search, File Explorer, and various application icons.

4.Eclectic Edge

This screenshot is similar to the previous one but for the name 'eclectic-edge'. The main message is "'eclectic-edge' Name might be available." followed by "Talk to our TM experts to reserve it for you." The sidebar benefits remain the same. The browser address bar now shows 'vakilsearch.com/trademarks/eclectic-edge'. The taskbar at the bottom is identical to the first screenshot.

5.Pop Chic

The screenshot shows a web browser window for VakilSearch.com. The URL in the address bar is vakilsearch.com/trademarks/pop-chic. The page title is "Trademark Search / Search results for pop-chic". The main content area displays a search bar with the placeholder "Search your brand name here" and a yellow "Search now" button. Below the search bar, a message states "'pop-chic' Name might be available." followed by "Talk to our TM experts to reserve it for you." A list of three benefits is shown with checked blue boxes: "Get **Guaranteed** 1 day filing T&C*", "Senior IP lawyers draft your TM", and "100% Online process". To the right, a sidebar titled "Protect pop-chic today" contains fields for "Email", "Mobile Number", and "Select City", with a large yellow "Get Started" button at the bottom. The browser's toolbar and taskbar are visible at the bottom.

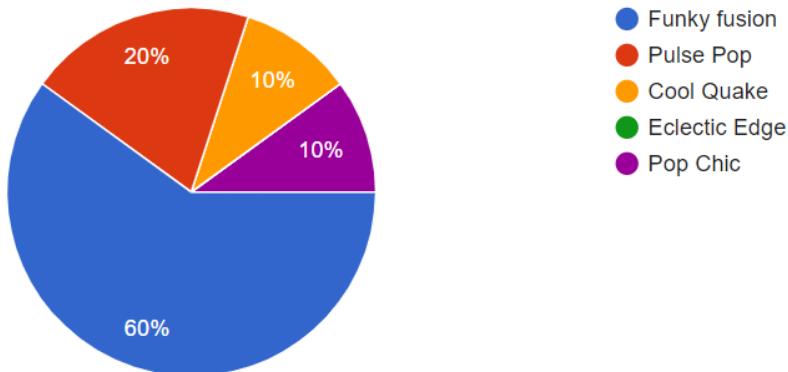
Step 6: Test your shortlist of potential brand names

Name	Brand name	What comes to your mind about the name.
Priya	Funky fusion	Energy
Divya	Pulse Pop	Cool vibe
Aishwarya	Funky fusion	Trendy
Teenu	Funky fusion	Trendy
Sancho	Pop Chic	Cool
Alan	Cool Quake	Super cool vibes
Abi	Funky fusion	Funky fashion
Arathi	Funky fusion	Energy
Steny	Funky fusion	Genuine
Diya	Pulse Pop	Dance costume

Google Form Responses

Brand name

10 responses



Brand name – Funky Fusion has high votes

Funky Fusion:

Funky Fusion is where style meets individuality. We're your go-to online clothing store for the latest trends, offering a diverse range of fashion for all, from teenagers to trendsetters. Our energetic and authentic brand is your ticket to unleash your unique style. Discover a fusion of fashion and flair at Funky Fusion.

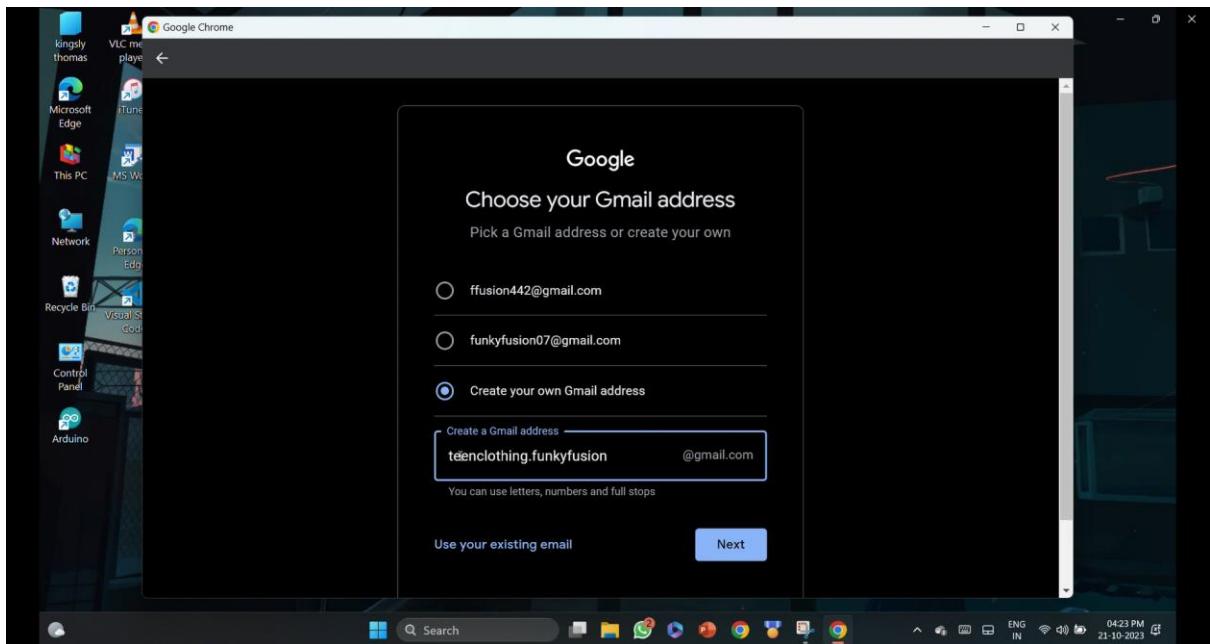
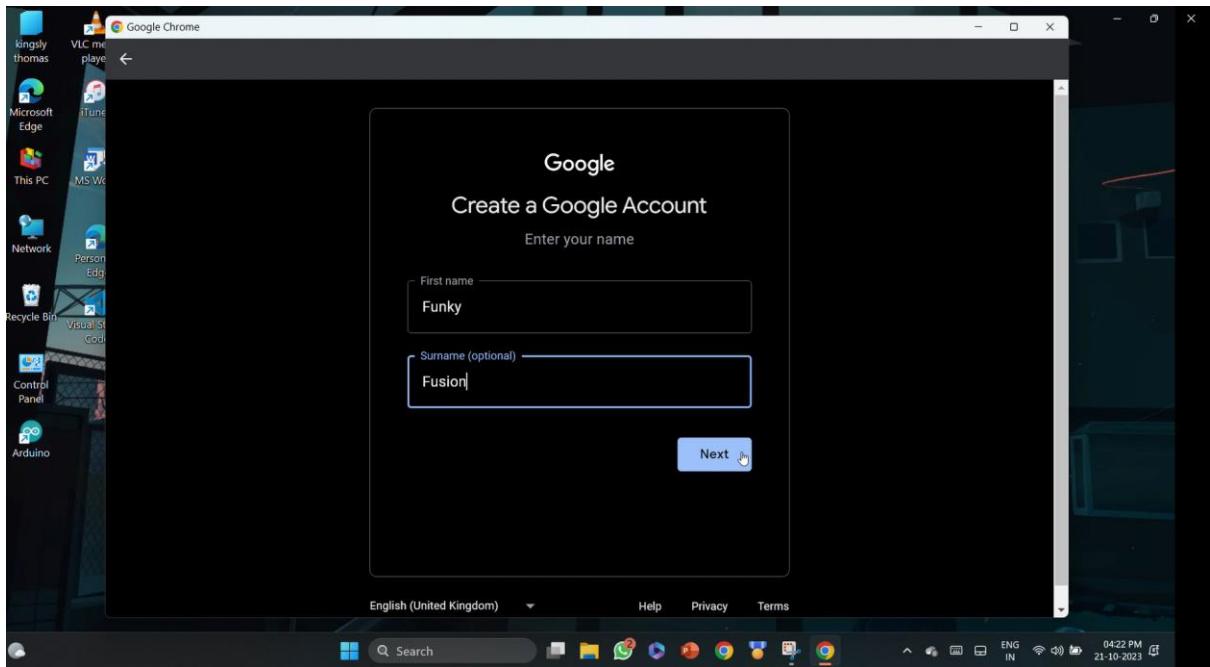
Vision:

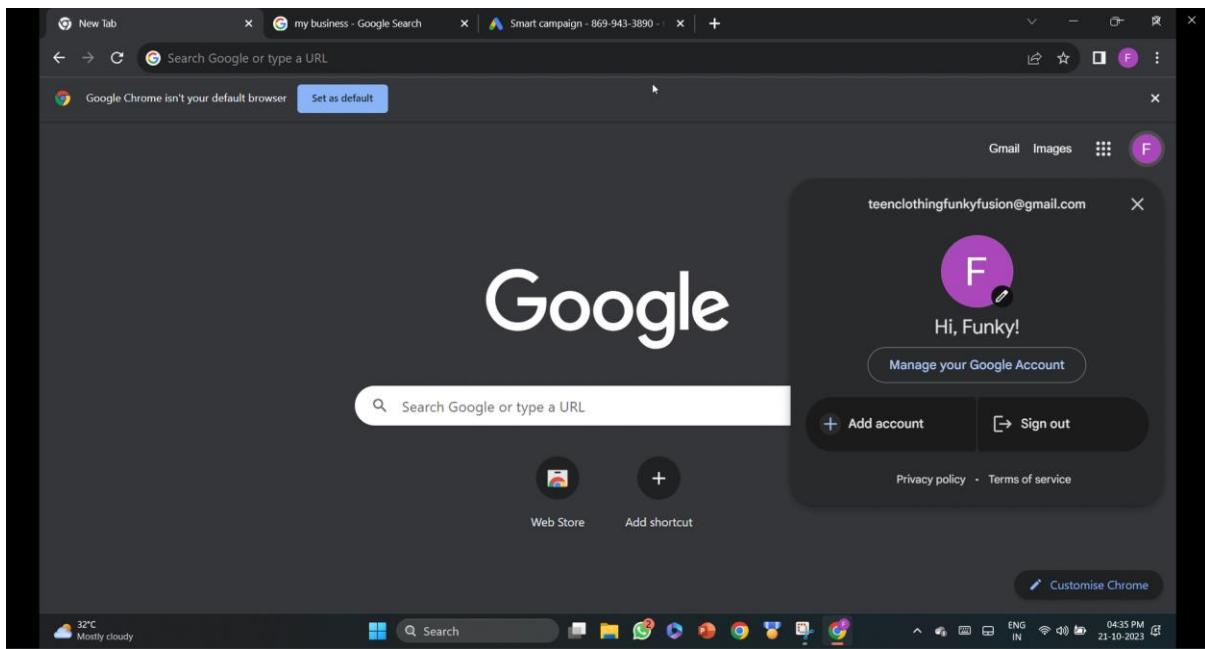
At Funky Fusion, our vision is to be the ultimate destination for the fashion-forward, where every individual can express themselves through style. We aim to inspire and empower teenagers and fashion enthusiasts with a dynamic and authentic clothing line that captures the essence of self-expression.

Mission:

Our mission is to provide a vibrant and diverse collection of clothing that resonates with the energy and authenticity of our customers. We strive to offer top-notch fashion that's accessible to all, ensuring everyone can embrace their unique style. We're committed to delivering quality, innovation, and self-expression in every piece we create, because at Funky Fusion, style is truly unleashed.

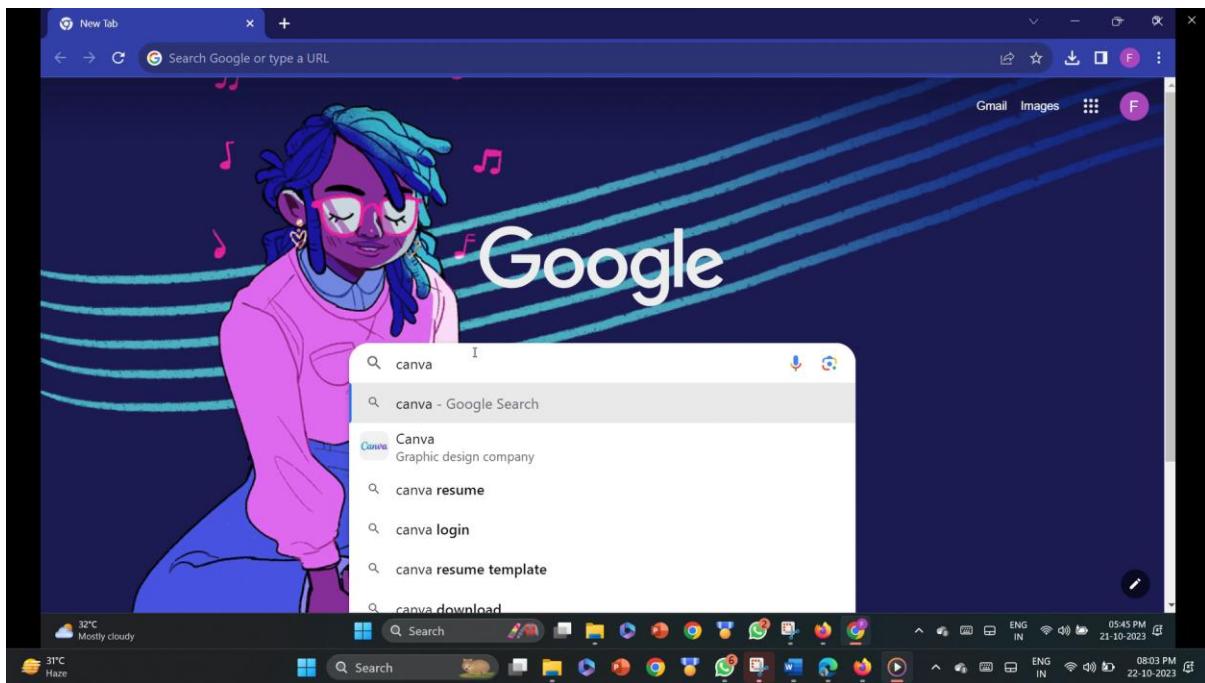
Step 7: How to Create a Brand Email

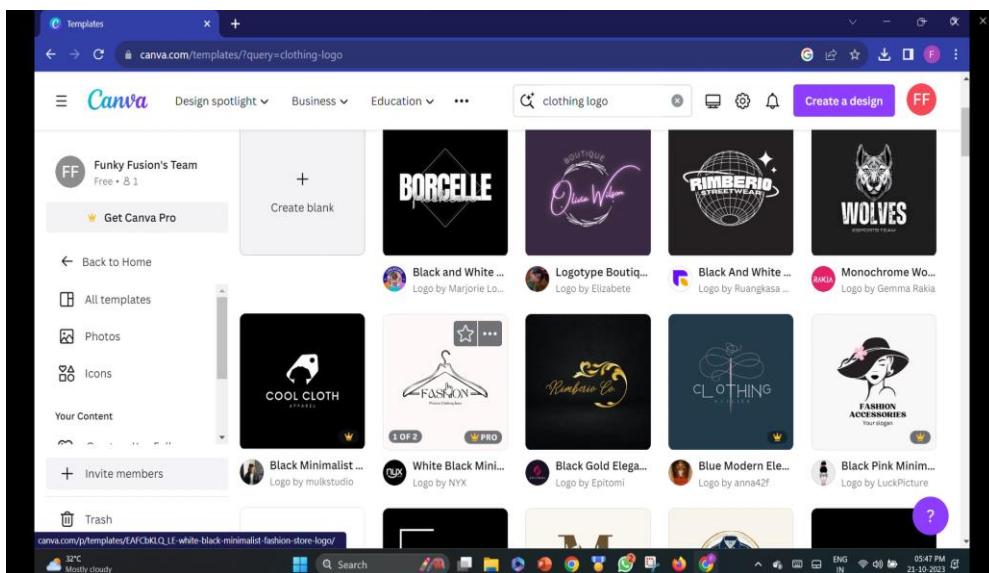
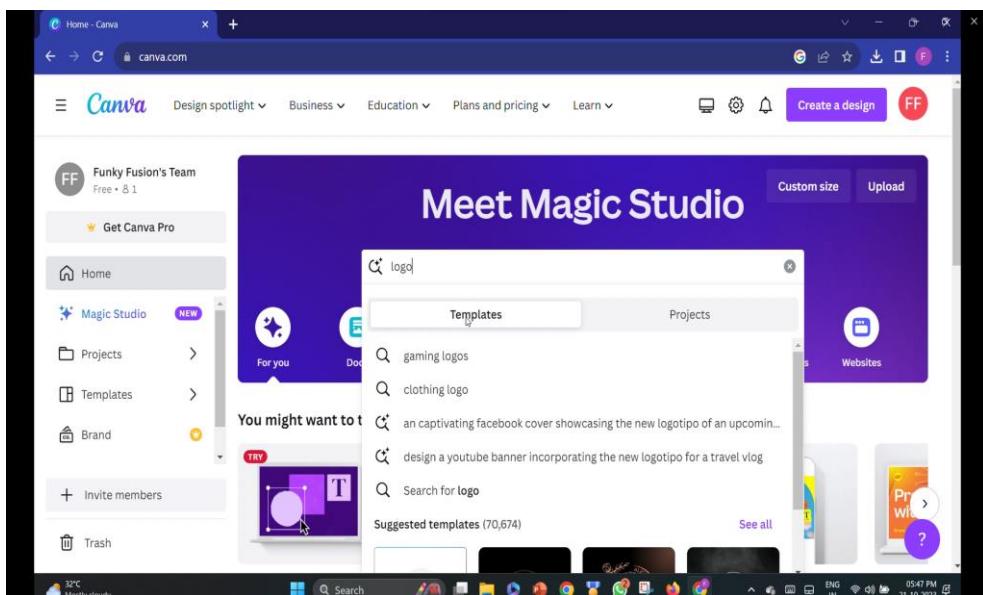
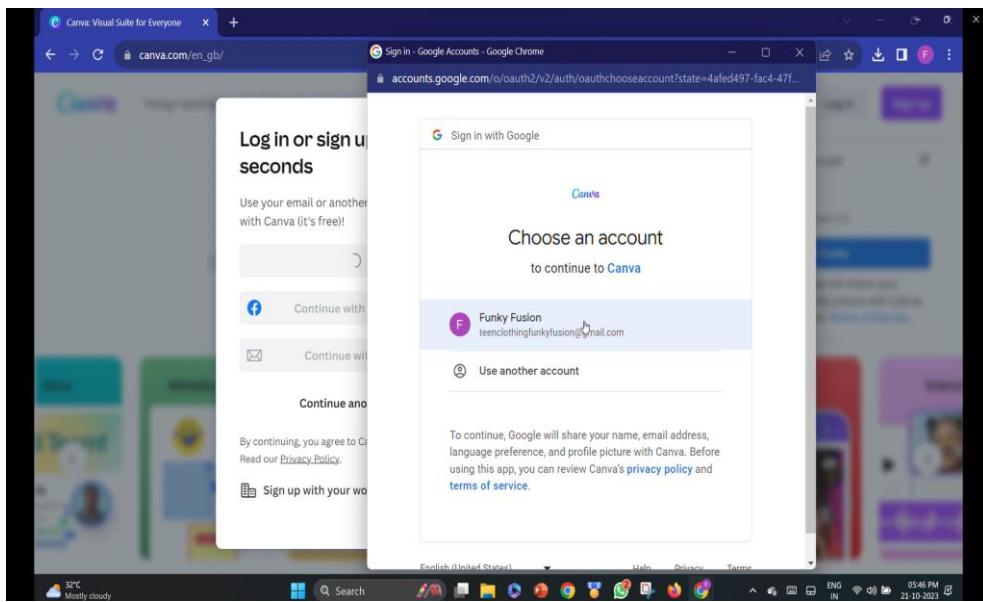




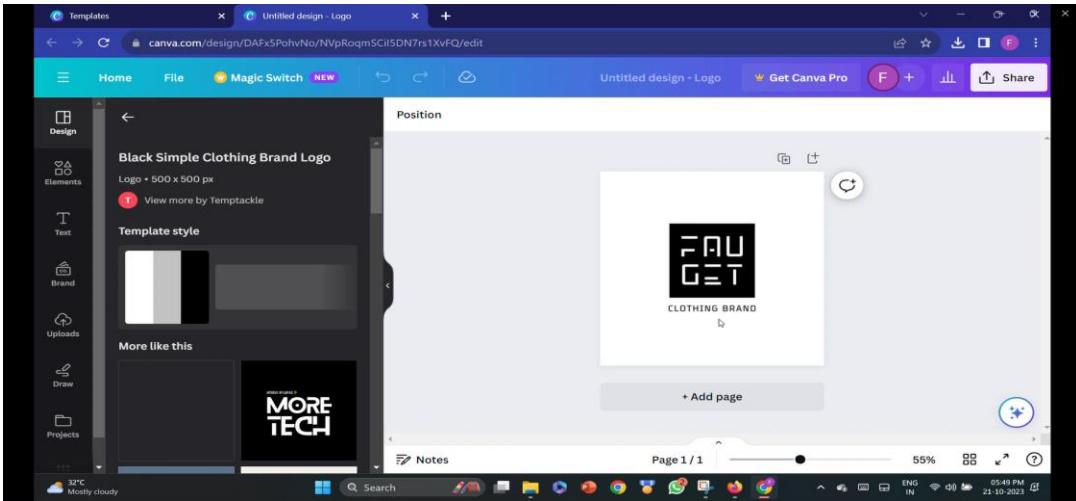
Step 8 : How to Create a Logo Design using Canva

✓ Navigation

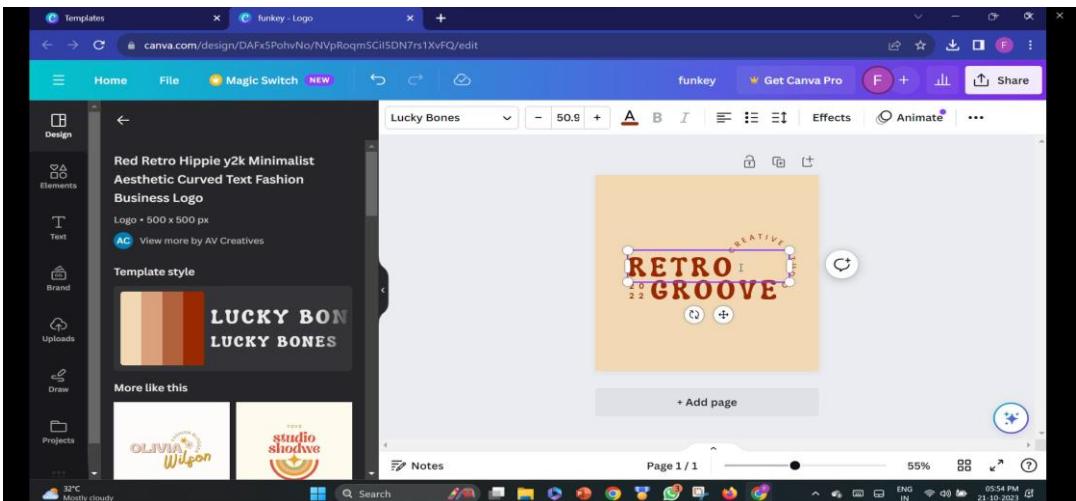




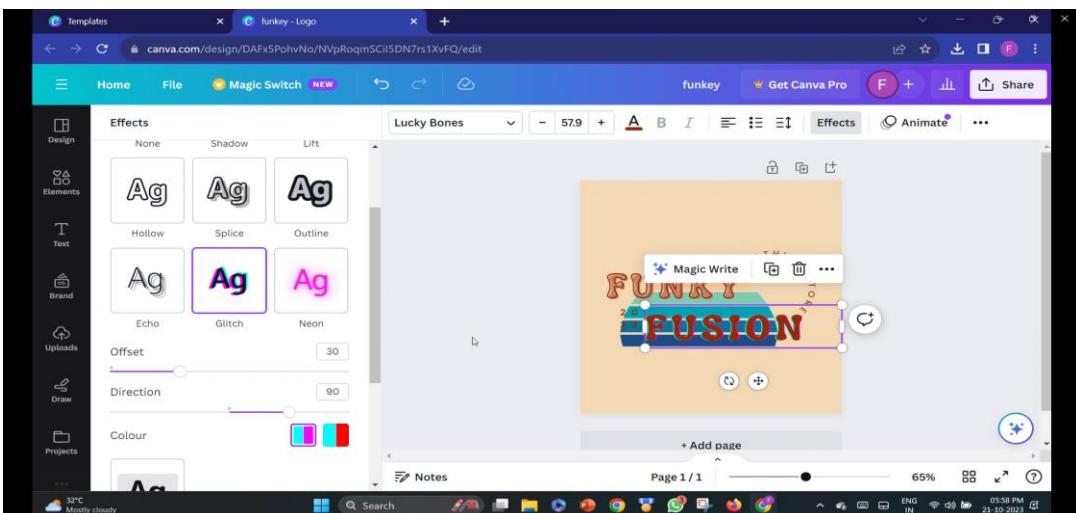
✓ Design Picking



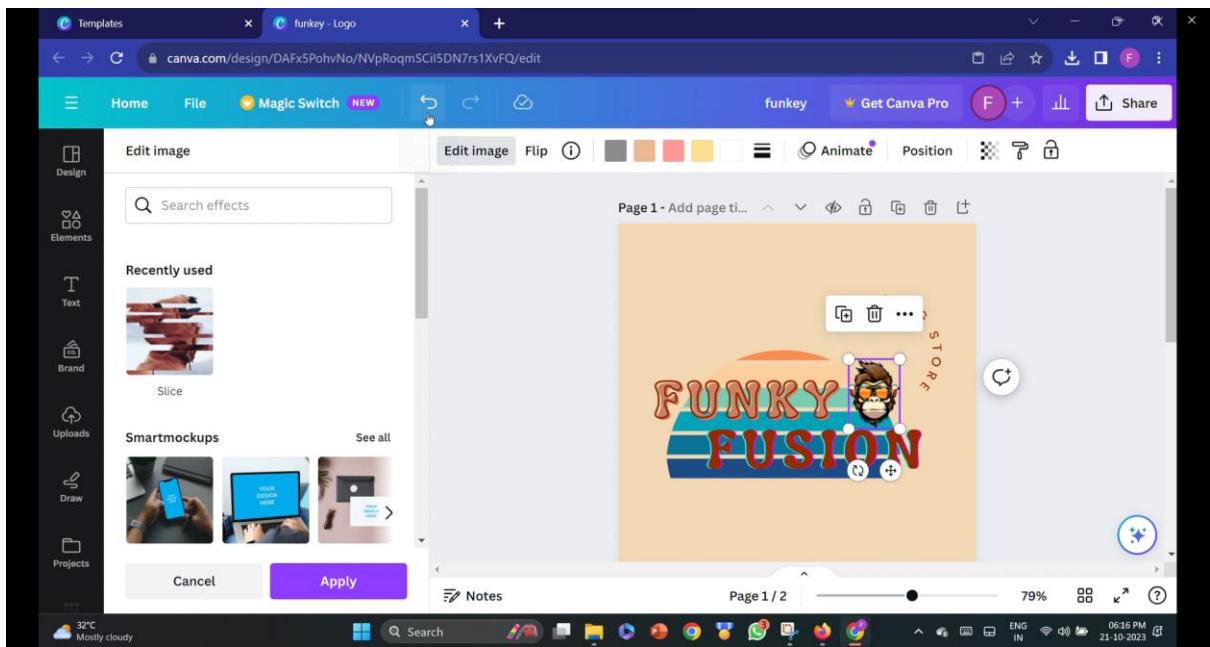
✓ Click Text



✓ Click Effects



✓ Select different styles and choose it



Final Logo



Recorded Video

https://drive.google.com/drive/folders/1lc2aGyiRzL5tcGR_fnhTgOy6t8HX0kft?usp=share_link

GitHub Link:

<https://github.com/Funkylusion>