

**GOVERNMENT COLLEGE OF ENGINEERING
ERODE: 638 316**



Electronics and Communication Engineering

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DIGITAL MARKETING PROJECT

BRAINSTORMING AND PRIORITIZATION

**PROJECT TITLE : “How to Create Brand Name, Brand Mail and Brand
Logo in Canva”**

TEAM ID : NM2023TMID04489

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

FOCUS

Problems faced in two stroke motorcycles

"In the realm of two-stroke motorcycles, riders frequently encounter a range of mechanical challenges that hinder their riding experience and compromise the longevity of their vehicles. These issues include starting difficulties, excessive smoke emissions, loss of power, overheating, stalling at low RPMs, fouled spark plugs, transmission problems, oil leaks, unsmooth engine rotation, and electrical failures. These problems not only cause inconvenience to riders but also pose safety risks and result in high maintenance costs. Addressing these issues effectively is crucial to ensuring the reliability, performance, and environmental impact of two-stroke motorcycles, thereby enhancing the overall satisfaction and safety of riders."

2

Brainstorm

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

10 minutes

Keshore Balas

Mechanical Workshops: The 2 Stroke Garage could be a specialized mechanical workshop focused on repairing, customizing, and tuning two-stroke engine vehicles. This could include services like engine rebuilds, performance enhancements, and exhaust system modifications.

Naveen Praszth

Vintage Two-Stroke Restoration Specializing in restoring vintage two-stroke motorcycles and scooters. This could involve meticulous restoration work, from engine overhauls to repainting and preserving classic designs.

Shanu

Custom Builds Creating custom two-stroke motorcycles or scooters tailored to the customer's specifications. This could involve unique designs, paint jobs, and performance modifications, offering a personalized experience for motorcycle enthusiasts.

Ajoy

Educational Workshops Hosting workshops and classes to educate people about two-stroke engines. This could include teaching the mechanics of two-stroke engines, basic maintenance, and tuning techniques.

Figure 1: PROBLEM STATEMENT AND BRAINSTORM

3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Workshop and Repair Services: <ul style="list-style-type: none"> - Specialize in repairing, restoring, and tuning two-stroke motorcycles, scooters, and small vehicles. - Offer regular maintenance services such as oil changes, carburetor cleaning, and spark plug replacements. 	Customization and Modification: <ul style="list-style-type: none"> - Provide custom modification services, allowing customers to personalize their two-stroke vehicles with unique designs, paint jobs, and performance enhancements. - Create a catalog of aftermarket parts for two-stroke engines, enabling customers to enhance their vehicle's performance and aesthetics. 	Educational Workshops and Clinics: <ul style="list-style-type: none"> - Organize workshops and classes to educate enthusiasts about the mechanics of two-stroke engines, basic maintenance, and advanced tuning techniques. - Offer certification programs for aspiring mechanics and enthusiasts who want to deepen their knowledge and skills. 	Racing and Events: <ul style="list-style-type: none"> - Form a racing team that participates in local and regional racing events featuring two-stroke vehicles. - Organize regular events, rallies, and meetups for two-stroke enthusiasts, creating a sense of community and camaraderie.
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4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

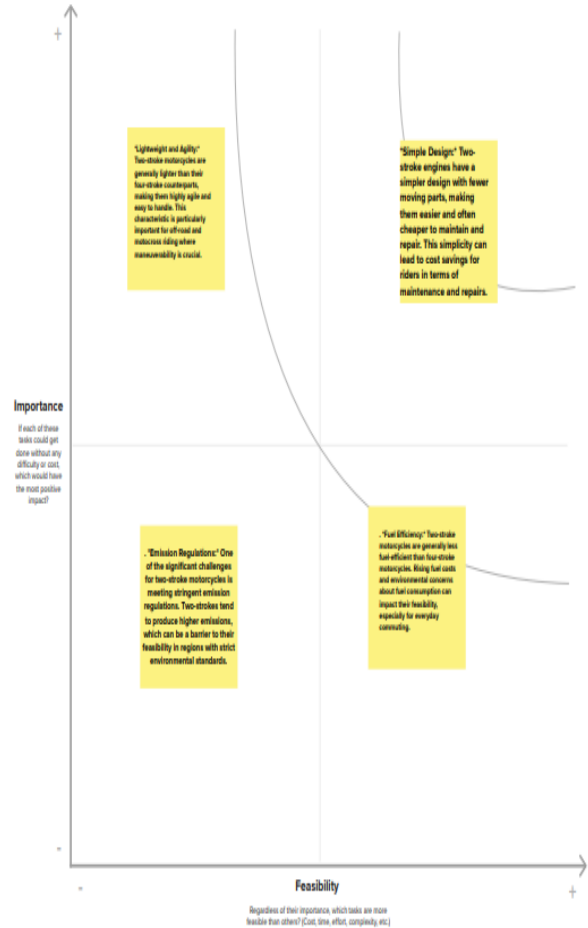


Figure 1: GROUP IDEAS AND PRIORITIZATION