

Ideation Phase

Define the problem statements

Date	03 November 2023
Team ID	NM2023TMID08696
Project Name	Project: How to Create Brand Name, Brand Mail and Brand Logo in Canva

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer problem statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Example:

PROBLEM STATEMENT

WHAT IS THE PROBLEM?

THE CHALLENGE IS TO FIND A BRAND NAME THAT IS LEGALLY AVAILABLE FOR TRADEMARK REGISTRATION, IS RELEVANT TO OUR BUSINESS, MEMORABLE TO OUR TARGET AUDIENCE, AND HAS AN AVAILABLE DOMAIN NAME, ALL WHILE AVOIDING CULTURAL INSENSITIVITY

BRAND MAIL

MEMORABILITY

DOMAIN AVAILABILITY

CULTURAL SENSITIVITY

BRAND LOGO

DESIGN COMPLEXITY

ORIGINALITY

SCALABILITY

COLOR CONSIDERATIONS

BRAND EMAIL

EMAIL SECURITY

EMAIL DELIVERABILITY

EMAIL FORMATTING

SOLUTION

TO OVERCOME THE CHALLENGES OF CREATING A BRAND NAME, LOGO, AND EMAIL EFFECTIVELY, CONDUCT COMPREHENSIVE RESEARCH AND SEEK PROFESSIONAL GUIDANCE. ENSURE LEGAL AVAILABILITY AND CULTURAL SENSITIVITY FOR THE BRAND NAME, WORK WITH A SKILLED GRAPHIC DESIGNER FOR A SIMPLE AND SCALABLE LOGO REFLECTING COLOR PSYCHOLOGY, AND IMPLEMENT ROBUST EMAIL SECURITY MEASURES AND BRANDING CONSISTENCY FOR RELIABLE EMAIL COMMUNICATION.