

## Ideation Phase

### Define the Problem Statements

|              |  |
|--------------|--|
| Date         | 3 November 2023  |
| Team ID      | NM2023TMID04230  |
| Project Name | How to Create Brand Name, Brand Mail And Brand Logo In Canva |

#### CUSTOMER PROBLEM STATEMENT:

While shopping for saplings at the local nursery, Ram encountered a problem that left him frustrated and uncertain. Despite the shop's vast selection, he struggled to find saplings suited to his specific climate and soil conditions. The absence of knowledgeable staff to provide guidance and answer his questions added to his dilemma. Ram's quest for the perfect saplings was marred by the lack of personalized assistance, making his shopping experience less enjoyable and productive. Our aims to streamline the customer buying experience by offering a user-friendly, accessible, and personalized purchasing journey.

|                     |   |
|---------------------|---|
| I am                | A small business owner passionate about sustainable, affordable fashion.                    |
| I am trying to      | Provide eco-conscious consumers with stylish, budget-friendly choices.                      |
| But                 | Market gaps make it challenging to find such options.                                       |
| Because             | We believe in making ethical fashion accessible and affordable.                             |
| Which makes me feel | This motivates us to identify the main problems customers encounter as part of our mission. |

Reference: [https://miro.com/app/board/uXiVNTAGqSA=?share\\_link\\_id=928350180308](https://miro.com/app/board/uXiVNTAGqSA=?share_link_id=928350180308)

#### Example:

