

Project Design Phase-I

Proposed Solution Template

DATE	3 November 2023
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Project Title	To create Brand Name, Brand Email and Brand Logo using canva

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavour into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes.</p> <p>Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. The ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.</p>
2.	Idea / Solution description	<p>The goal of this project is to establish a strong and unique brand identity for a business or individual. This includes creating a brand name, a brand-specific email address, and a distinctive brand logo using the popular design platform, Canva.</p>

		<p>This project aims to create a strong and coherent brand presence that can help building trust with the target audience and conveying a clear and consistent message. Canva is an accessible and user-friendly platform for achieving this, making it an excellent choice for small businesses, startups, or individuals looking to establish their brand.</p>
3.	Novelty / Uniqueness	<p>Creating a brand name, brand email, and brand logo in Canva may not be a novel project in itself, as many individuals and businesses use Canva for such tasks. However, the novelty could come from the unique and creative elements we incorporate into the components like unique brand name creative brand logo and personalised brand email.</p> <p>By putting a unique spin on these components and tailoring them to your specific brand identity and audience, you can make your project more innovative and distinctive.</p>
4.	Social Impact / Customer Satisfaction	<p>Creating a brand name, brand email, and brand logo in Canva may not have a significant social impact on its own, as it's primarily a business-related activity. However, the social impact could emerge indirectly by Job Creation, Small Business support, Environmental Considerations, Social awareness and Community Engagement.</p> <p>If your project involves creating a brand for a business, it could contribute to job creation and economic growth in your community. The specific social impact will depend on the goals and values of the project and how it's executed.</p>
5.	Business Model (Revenue Model)	<p>Our business model for a project focused on creating brand names, brand email addresses, and brand logos using Canva .It's important to conduct market research and adapt the business model to meet the specific needs and preferences of your target audience. Additionally, building a strong online presence and ensuring high-quality design and branding services will be key to the project's success.</p>

6.	Scalability of the Solution	Creating a brand name, email, and logo in Canva is relatively straightforward, scalability depends on factors like complexity, resources, time, budget, team size, and the number of brand variations you need to create. Planning and organizing these elements will help determine how scalable your project can be.
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