

Ideation Phase

Problem Statement

Date	3 November 2023
NM ID	NM2023TMID02686
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Title	To Create Brand Name, Brand Mail and Brand Logo in Canva.

Problems in creating Brand Name, Brand mail, Brand logo

Your brand name should be relevant to the industry or niche that you operate in, and it should also appeal to your target audience. Your brand name should be easy to pronounce and spell, so that customers can easily remember and find your brand. You should check to make sure that your brand name is available as a trademark, before you start using it.

Your email address should be professional and reflect your brand identity. Avoid using personal email addresses or nicknames. Your email address should be mobile-friendly, so that customers can easily contact you from their smartphones and tablets. Your email address should be easy to remember, so that customers can easily contact you.

Your logo should be scalable, so that it can be used on a variety of different media, from websites and social media to print materials and merchandise. Your logo should be consistent with your overall brand identity, including your brand name, colors, and fonts. A good logo should be simple and easy to understand. It should not be too complex or cluttered.

Problem Statement	I am	I'm trying to	But	Because	Which makes me feel
In creating brand name 1. Unique 2. Easy to pronounce 3. Memorable	Businessman	Create my brand name as unique and a memorable one.	It's difficult to find unique names.	There are already lots of names in the market.	Disappointed.
In creating brand Email 1. Professional 2. Easy to remember 3. Mobile friendly	Businessman	Create my brand email as a professional And a mobile friendly.	It's hard to make it Professional.	They are already lots of professional emails.	Difficult to handle.
In creating brand Logo 1. Complex 2. Scalable 3. Consistent	Businessman	Create my brand logo that attracts the customers.	It's not that easy to make the logo to get attention easily.	There are already lots of famous logos.	Worried.