

## Ideation Phase

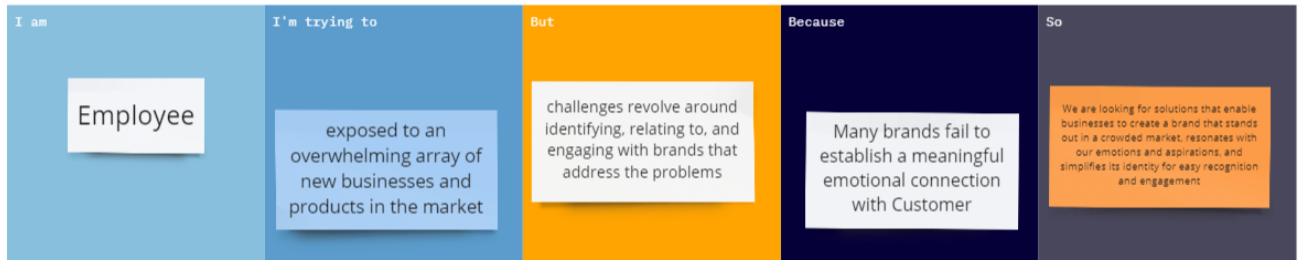
### Define the Problem Statements

Date	Nov 1
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

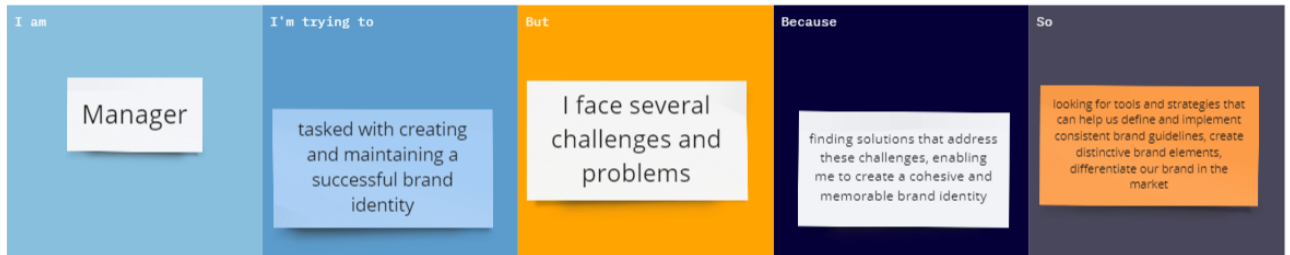
#### Ps-1



#### Ps-2



#### Ps-3



Problem Statement (PS)	I am	I'm trying to	But	Because	So
PS-1	Customer	Identifying, trusting, and connecting with brands that truly resonate with our values, needs, and preferences	Many new businesses lack a distinctive and memorable brand name, logo, and mail identity, making it	the brand name may not match the logo or the messaging, creating doubts about the brand's authenticity.	We are looking for solutions that enable businesses to create a compelling brand identity that resonates with us, building the foundation for a positive and lasting customer-brand relationship

			difficult for us to remember them		
PS-2	Employee	Exposed to an overwhelming array of new business and products in the market	Challenges resolve around identifying and relating to, and engaging with brands that address the problems	Many brands fail to establish a meaningful emotional connection with customer	We are looking for solutions that enable businesses to create a compelling brand that stands out in a crowded market resonates with us.
PS-3	Manager	tasked with creating and maintaining a successful brand identity	I face several challenges and problems	finding solutions that address these challenges, enabling me to create a cohesive and memorable brand identity	looking for tools and strategies that can help us define and implement consistent brand guidelines, create distinctive brand elements, differentiate our brand in the market