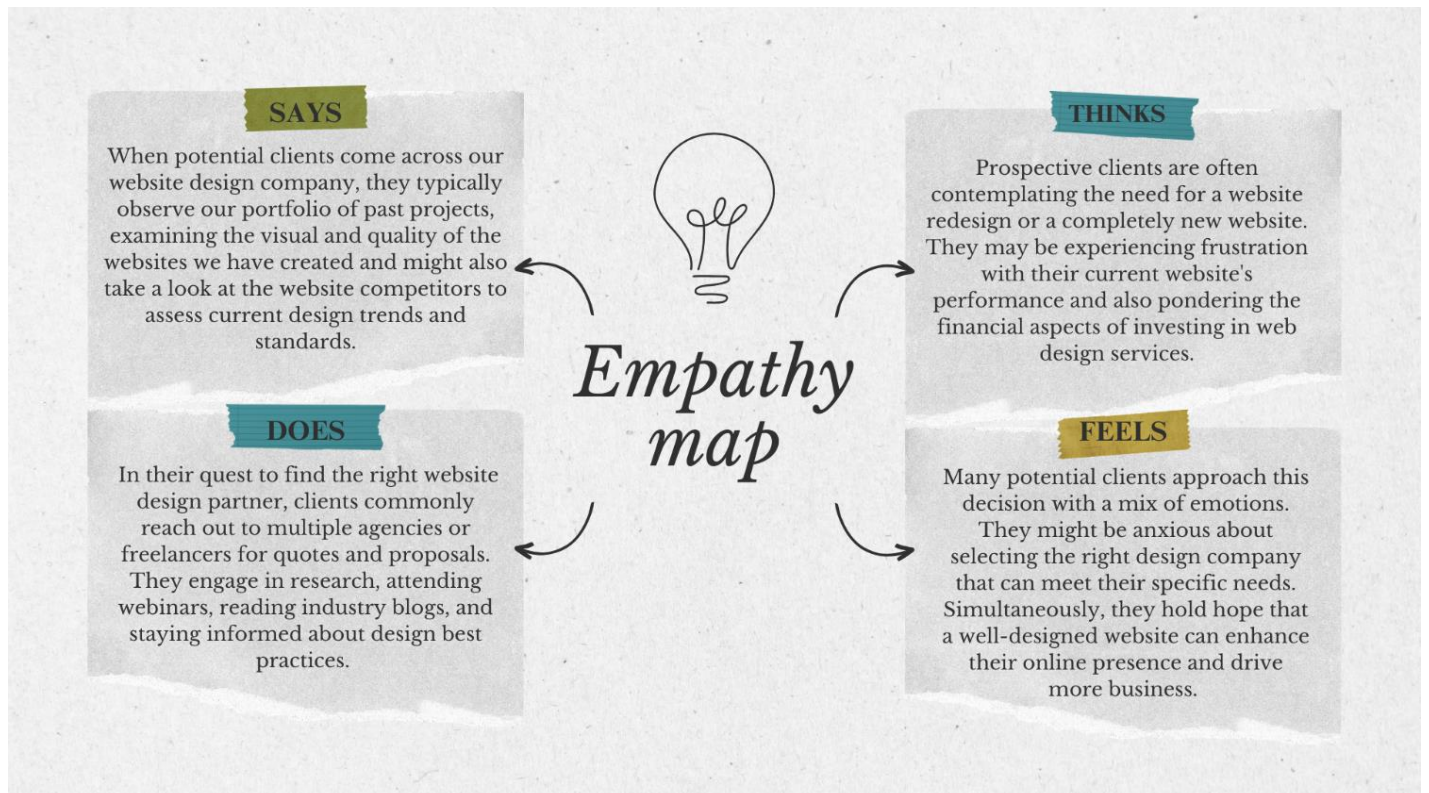


Date	18.10.2023
Team ID	NM2023TMID01946
Team Members	M. Afika Fathima, R. Indhumathi, M. Nandhini, R. Samyuktha
Project Name	How to create Brand Name, Brand Mail and Brand Logo in Canva
College Name	8151- Dhanalakshmi Srinivasan Institute of Technology

IDEATION PHASE

Empathy Map



Brainstorming Ideas

BRAINSTROMING IDEAS



Samyuktha

Specialized Niche Services:
Consider specializing in a particular niche or industry, such as e-commerce, healthcare, or real estate. This focus can help you become an expert in that field, understanding its unique design and functionality needs.

User-Centered Design Workshops:
Offer workshops and training sessions on user-centered design principles to educate clients and empower them to actively participate in the design process.

Portfolio Revamp Service:
Create a service that helps businesses refresh and update their existing websites without the need for a complete redesign, helping them stay current and competitive.

Afika

Conversion Rate Optimization:
Emphasize your expertise in optimizing websites for better conversion rates, showcasing past successes and proven strategies to drive more leads and sales for clients.

Responsive Design for Mobile:
Promote your proficiency in creating mobile-responsive websites, considering the increasing use of smartphones and tablets for online browsing.

Accessibility Audits:
Offer accessibility audits and compliance services to help businesses ensure their websites are inclusive and compliant with relevant accessibility standards.

Nandhini

AI-Powered Website Features:
Explore integrating AI and machine learning features into websites, such as chatbots, recommendation engines, or personalized content, to provide a cutting-edge user experience.

Content Strategy Integration:
Highlight your capabilities in content strategy and content creation to ensure that websites not only look great but also communicate effectively with their target audience.

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Highlight your capabilities in content strategy and content creation to ensure that websites not only look great but also communicate effectively with their target audience.

Indhumathi

Website Maintenance Plans:
Develop long-term relationships with clients by offering website maintenance and updates as a service, ensuring that their sites remain secure and up to date.

Local SEO Optimization:
Help local businesses improve their online visibility by offering services that focus on local search engine optimization, including Google My Business management.

Custom CMS Development:
Consider building and offering a custom content management system (CMS) that is tailored to the specific needs of your clients, providing greater flexibility and control.