Project Design Phase-II

Solution Requirements (Functional & Non-functional)

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| NM\_ID | BF65628C5F4C176991E4180F64CA6B6F |
| Project Name | Create Brand Name, Brand Email and Brand Logo |

# Functional Requirements:

Following are the functional requirements of the proposed solution.

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| **FR No.** | **Functional Requirement (Epic)** | **Sub Requirement (Story / Sub-Task)** |
| FR-1 | **Uniqueness** | The brand name must be distinct and not infringe on existing trademarks or copyrights. |
| FR-2 | **Relevance** | The name should reflect the nature, values, or offerings of the brand. |
| FR-3 | **Memorable** | It should be easy for customers to remember and pronounce. |
| FR-4 | **Domain Availability** | Ensure that a matching domain name is available for your brand's website. |
| FR-5 | **User Management** | If your brand operates internationally, consider linguistic and cultural variations. |
| FR-6 | **Compatibility** | The name should not limit the brand's future growth or expansion into new markets or product lines. |

# Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

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| **FR No.** | **Non-Functional Requirement** | **Description** |
| NFR-1 | **Emotional Resonance** | The name should evoke positive emotions or associations. |
| NFR-2 | **Timelessness** | Aim for a name that won't become outdated quickly. |
| NFR-3 | **URL Friendliness** | The name should be short and URL-friendly for online marketing. |

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| NFR-4 | **Pronounceability** | It should be easy to pronounce in different languages. |
| NFR-5 | **Visual Appeal** | The name should look good when presented in text or logos. |