

# Ideation Phase

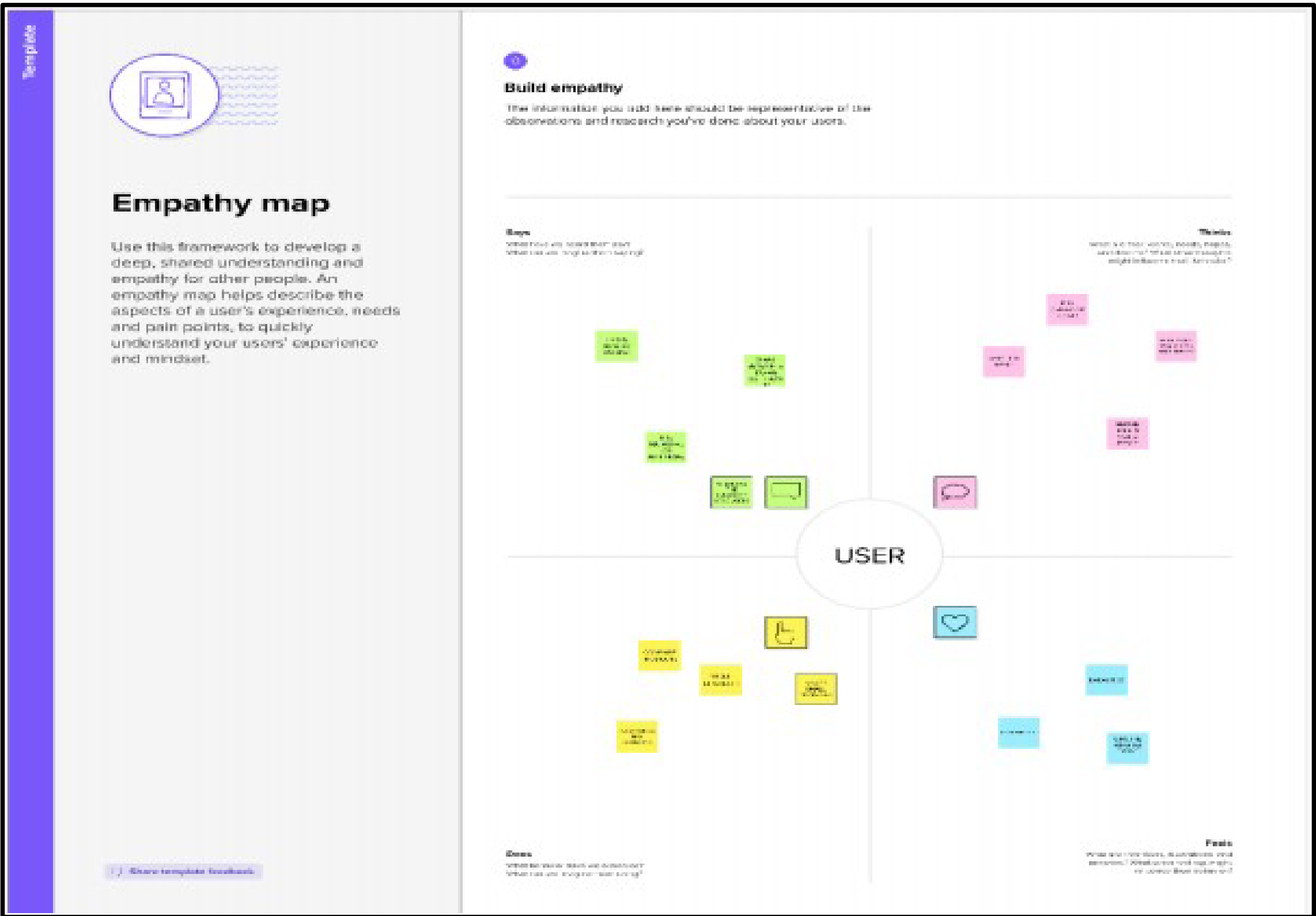
## Empathize & Discover

|               |   |
|---------------|---|
| Date          | 30.10.2023                                |
| Team ID       | NM2023TMI D09717                          |
| Project Name  | KeywordResearchUsingGoogleKeyword Planner |
| Maximum Marks | 4 Marks                                   |

### EMPATHY MAP CANVAS::

Creating a compelling brand presence involves several key elements. First and foremost, select a unique and memorable brand name is crucial. It should resonate with your target audience and remain distinct in a competitive market. Once you've chosen your brand name, consider securing a brand email, which adds professionalism to your communication. Services like G Suite or Office 365 can help you set up branded email addresses, such as info@yourbrandname.com.

### Example:



Reference:<https://www.mural.co/templates/empathy-map-canvas>

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