

## PROJECT DEVELOPMENT PHASE

### FUNCTIONAL FEATURES

Date	02 November 2023
NM ID	NM2023TMID05849
Project Name	How to create brand name, brand mail and brand logo in Canva.

### Functional Features

#### Brand Name Creation:

- **Brainstorming Tool:** Users have access to a brainstorming tool that generates creative brand name suggestions.
- **Validation:** The system validates the availability of the selected brand name for domain registration and social media handles.
- **Custom Name Entry:** Users can enter a custom name if they have a specific brand name in mind.
- **Name Suggestions:** Users can receive a list of name suggestions based on keywords and preferences.

#### Brand Mail Setup:

- **Email Service Integration:** Users can choose from various email service providers or configure custom domain email setup.
- **Step-by-Step Guidance:** Detailed instructions guide users through the process of setting up a professional email address.
- **Signature Customization:** Users have the option to customize their email signatures with brand logos and contact information.

#### Brand Logo Design:

- **In-App Design Tools:** Users can design brand logos within Canva using a wide array of templates, fonts, and design elements.
- **Design Guidance:** Users receive guidance on creating a visually appealing logo consistent with their brand identity.
- **Export Options:** The solution allows users to export the logo in various formats suitable for digital and print use.

#### User Profiles:

- **User Registration and Profiles:** Users can register and create profiles to save their brand identity projects and designs.
- **Project History:** Users can view their project history and revisit previous brand creations.

#### Security and Data Privacy:

- **Data Protection:** The solution ensures the security and privacy of user data, complying with data protection regulations.
- **Secure Transactions:** For users who opt for domain registration or hosting services, secure transactions are facilitated.

#### Responsive Design:

- **Cross-Device Compatibility:** The solution is designed to be responsive and compatible with various web browsers and devices, ensuring accessibility and user-friendliness.