

**IDEATION PHASE**  
**Brainstorm and Idea Prioritization**

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

**Brainstorm & Idea Prioritization**

**Mural link:**

<https://app.mural.co/t/nmteam6782/m/nmteam6782/1698901422545/69c692e35fb49bdd72f59b0167d7c59a27ae5ab2?sender=ud07ec80b607136d5465b6665>

**1. Define Problem statement**

1

# Define Problem Statement

## PROBLEM

Creating a cohesive brand identity, including a brand name, email, and logo in Canva, poses a challenge for individuals and businesses seeking to establish a strong online presence.

## 2. Brainstorming

2

# Brainstorming

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**Tharini R**

Timeline  
and  
Milestones

Trademark  
Availability

Professional  
Email  
Address

**Rishika K**

User  
Requirements

Design  
Tools  
Mastery

Automated  
Responses  
in mail

**Sowmiya V**

Collaboration  
and  
Communication

Testing and  
Feedback

Market  
Trends

**Surrya UR**

Quality  
Assurance

Symbolic  
Logos

Budget and  
Resource  
Requirements

3. Group ideas

3

# Group Ideas

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Group 1

User  
Requirements

Timeline  
and  
Milestones

•  
Collaboration  
and  
Communication

Market  
Trends

Budget and  
Resource  
Requirements

Group 2

Design  
Tools  
Mastery

Professional  
Email  
Address

Symbolic  
Logos

Group 3

Trademark  
Availability

Automated  
Responses  
in mail

Quality  
Assurance

Testing and  
Feedback

## 4. Prioritize

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### Prioritize

