

PERFORMANCE PHASE

MODEL PERFORMANCE METRICS

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

Evaluating the performance of the features and components within our project is crucial to ensuring that they meet their intended objectives and deliver a seamless user experience. This report presents an analysis of the model performance metrics to gauge the effectiveness of our brand name creation, brand mail setup, and brand logo design functionalities.

Model Performance Metrics

Brand Name Creation:

- **Name Availability:** This metric assesses the system's ability to accurately validate the availability of brand names for domain registration and social media handles. The success rate in providing available names is a critical indicator of user satisfaction.
- **User Engagement:** Measuring the level of user engagement, including the number of brainstorming sessions and the frequency of custom name entries, helps determine the popularity and usefulness of the name creation tool.

Brand Mail Setup:

- **Setup Completion:** Tracking the percentage of users who successfully complete the brand mail setup process is essential to evaluate the usability and effectiveness of the instructions provided.
- **Custom Domain Adoption:** The adoption rate of users opting for custom domain email setup over third-party email service providers demonstrates the appeal and practicality of the offered feature.

Brand Logo Design:

- **Logo Creations:** The number of logos created within the system is an indicator of user activity. A higher count signifies the system's effectiveness in facilitating logo design.
- **User Satisfaction:** Collecting user feedback and ratings related to logo design satisfaction helps assess the overall success of the design tools and features.

User Profiles:

- **User Registration:** Measuring the number of users who complete the registration process and create profiles reflects the project's ability to encourage user engagement and data retention.
- **Project History Usage:** Tracking the percentage of users who revisit and utilize the project history feature indicates the value and practicality of this functionality.

Security and Data Privacy:

- **Data Protection Compliance:** Ensuring compliance with data protection regulations is critical. This metric examines the project's adherence to legal requirements and data privacy standards.
- **Security Incidents:** Monitoring the occurrence of security incidents and user complaints helps evaluate the system's ability to maintain data security and privacy.

Responsive Design:

- **Cross-Device Compatibility:** Assessing the project's responsiveness and compatibility with various devices and web browsers measures the accessibility and user-friendliness of the system.