Ideation Phase
Define the Problem Statements

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

Customer Problem Statement Template:

Develop a distinctive brand identity, including a compelling brand name, professional brand email address, and an eye-catching logo using Canva, to effectively represent and communicate the values, essence, and offerings of the business. The goal is to create a memorable, cohesive, and recognizable brand that resonates with the target audience, fostering trust and engagement while differentiating itself from competitors within the industry. Consider market research, target audience analysis, and visual design principles to craft a brand name, email, and logo that encapsulate the essence and values of the business while ensuring consistency and appeal across various marketing channels and materials.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Luxurious person	make brand name luxurious	it provides name according to the brands	it is programmed like that	disappointed
PS-2	socialist	create a brand name	it contains insensitive words	contents contain offensive imaginary	Frustrated and I changed my images.