

Project Design Phase-I Proposed Solution Template

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| Date | 02 November 2023 |
| Team ID | NM2023TMID05849 |
| Project Name | Project – How to Create Brand Name, Brand Mail and Brand Logo in Canva. |

Proposed Solution Template:

| S.no. | Parameter | Description |
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| 1. | Problem Statement | <p>Our newly established company, specializing in branding and design services, is faced with the challenge of creating a distinctive brand identity for a client in a time-efficient and cost-effective manner. The task involves generating an appealing brand name, designing a professional brand logo, and setting up a branded email address. To meet the client's needs, we must streamline the creative process, ensure brand consistency, and provide a quick and affordable solution, all while maintaining a high level of quality. This requires an efficient and user-friendly tool or platform to execute these tasks, addressing the need for a cohesive brand identity within a limited timeframe and budget.</p> |
| 2. | Idea / Solution description | <p>To address the challenge of creating a brand identity efficiently and cost-effectively, we propose utilizing Canva, a versatile design platform.</p> <p>1.Brand Name: Use Canva's brainstorming tools to generate unique brand name ideas, combining relevant keywords, and check domain name availability.</p> <p>2. Brand Logo: Canva offers a wide range of customizable logo templates. We'll tailor a logo that reflects the brand's essence by modifying colours, fonts, and graphics.</p> <p>3.Branded Email: Set up a professional branded email address through Canva's partnership with email service providers like Google Workspace, ensuring a cohesive online presence.</p> |

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| | | By leveraging Canva's user-friendly features and design resources, we will efficiently create a comprehensive brand identity for our client, meeting their needs while staying within budget and saving time. |
| 3. | Novelty / Uniqueness | What sets our approach apart is the seamless integration of brand creation within Canva, leveraging its powerful AI-driven tools. Canva's advanced algorithms analyse the brand's target audience, industry, and values to suggest relevant name ideas, ensuring uniqueness and resonance. The logo design process is elevated through AI-generated logo drafts, offering a wide array of styles and themes for the client to customize. The branded email setup is simplified, eliminating technical hurdles. This innovative combination of AI-driven creativity and a user-friendly platform allows us to deliver a one-of-a-kind brand identity swiftly, economically, and with a level of personalization that sets us apart in the branding and design industry. |
| 4. | Social Impact / Customer Satisfaction | Our solution not only streamlines brand identity creation but also fosters social impact and customer satisfaction. By simplifying the process, we reduce the environmental footprint associated with exhaustive brainstorming and design iterations. Additionally, we promote diversity and inclusivity by offering a wide range of design options to cater to diverse clientele. The platform's user-friendliness enhances customer satisfaction, as clients actively participate in the brand identity creation process, aligning the brand with their vision. Ultimately, we empower clients to establish a strong online presence, boosting their success and supporting their social impact endeavours while ensuring they're delighted with their brand's unique identity. |
| 5. | Business Model | Our business model centres on providing a comprehensive brand identity creation service through the Canva platform. We generate revenue through a subscription-based model, offering clients tiered packages that include brand name generation, logo design, and branded email setup. Additionally, we generate income through affiliate marketing with domain and email service providers. We aim to build |

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| | | <p>long-term relationships by providing value-added services and ongoing support for brand identity maintenance. Our unique selling point lies in our efficient use of AI-driven tools within Canva, ensuring cost-effectiveness, speed, and a high degree of customer satisfaction while creating a unique brand identity for our clients.</p> |
| 6. | Scalability of the Solution | <p>Our solution boasts excellent scalability. We can efficiently handle a growing number of clients without significant increases in operational costs, thanks to the automated processes and AI-driven tools integrated within Canva. As demand increases, we can expand our subscription packages and partner with additional email and domain service providers, widening our revenue streams. The cloud-based nature of Canva enables us to easily scale data storage and access, accommodating a larger client base and maintaining performance. Additionally, we can adapt to international markets by localizing our brand name generation tools. This scalability ensures our solution remains effective and profitable while serving a broader and more diverse clientele.</p> |