

Ideation Phase

Brainstorm & Idea Prioritization

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|--------------|---|
| Date | 02 November 2023 |
| 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

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

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

4

Prioritize

