

Ideation Phase

Define the Problem Statements

Date	3 November 2023
Team ID	NM2023TMID02729
Project Name	How to create a Brand Name, Brand Mail And Brand Logo In Canva
Maximum Marks	2 Marks

How To Create A Brand Name, Brand Mail And Brand Logo In Canva

Develop a comprehensive guide for creating a brand name, brand logo, and brand email using Canva, a user-friendly graphic design tool, to help individuals and small businesses establish a distinctive and professional online presence.

This guide should include step-by-step instructions, best practices, and tips for using Canva effectively to create a memorable brand identity, encompassing the design of a brand name, logo, and email signature.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Performance issues	Content creator	Post a logo	It encounters slow loading times	Users internet connection speed	frustrated
Subscription cost	student	Find templates for my project	There are limited free templates	The premium versions are costly	Disappointed
Version control	Professional	Work on my new project	It needs collaborative work	It has Limited versions	Difficult to contribute