

Requirement Analysis

A. Functional Requirements:

FR No.	Functional Requirement	Sub Requirement(Story/Sub-Task
FR-1	Distinctiveness	Highly Distinctive
FR-2	Memorability	Simplicity

B. Non-functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	Emotional Appeal	The name should evoke positive emotions or sentiments, such as trust, joy, excitement, or nostalgia, depending on the brand's intended image and values.
NFR-2	Cultural Sensitivity	The name should consider cultural nuances and avoid any unintentional offense or misinterpretation in different regions or markets.
NFR-3	Scalability and adaptability	While primarily non-functional, the name should be adaptable and able to evolve with the brand's growth and changes over time.
NFR-4	Aesthetic and Visual Harmony	Think about how the name fits with the brand's visual identity, logo, and design elements. It should create a cohesive and visually appealing brand image.
NFR-5	Competitive Positioning	The name should position your brand appropriately within the competitive landscape. It should reflect your unique selling points or market niche.

Flow Charts:

