Project Design Phase-I
Proposed Solution Template

Date	04-11-2023
Team ID	NM2023TMID08872
Project Name	How to Create Brand Name,Brand Mail and Brand Logo in Canva

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many individuals and businesses struggle with creating a cohesive brand identity, including choosing an appropriate brand name, setting up a professional email address, and designing a memorable logo. This project aims to provide a user-friendly platform that guides users through the process of creating these essential brand elements.
2.	Idea / Solution description	The idea is to leverage Canva's existing design capabilities to offer a streamlined solution for brand creation. By integrating specific tools and providing step-by-step guidance, users can easily generate a brand name, set up a professional brand email, and design a unique logo, all within the Canva platform.

3.	Novelty / Uniqueness	Integration of Branding Elements: The novelty lies in the integration of brand name, email setup, and logo design functionalities within a single platform, leveraging Canva's extensive design resources. User Guidance and Customization: The project offers a guided approach with customizable templates, ensuring that users can create a brand identity tailored to their specific needs and preferences.
4.	Social Impact / Customer Satisfaction	Empowering Small Businesses and Individuals: This project empowers small businesses, entrepreneurs, and individuals who may not have extensive design or branding expertise. It democratizes the process of creating a professional brand identity. Fostering Creativity and Innovation: By providing accessible tools and resources, the project encourages creativity and innovation in brand development, potentially leading to more diverse and engaging brand identities.
5.	Business Model (Revenue Model)	Freemium Model: Offer basic functionality for free, with the option to upgrade to a premium version for advanced features, additional templates, and enhanced customization options. Subscription Plans: Offer monthly or yearly subscription plans for premium users, providing access to exclusive design elements, priority support, and additional services.

6.	Scalability of the Solution	Cloud-Based Infrastructure: Utilize cloud services to ensure scalability, allowing the platform to handle a growing user base and increased demand for brand creation services. Modular Architecture: Design the platform with a modular architecture, allowing for easy addition of new features or integrations to meet evolving user needs.

		check the crowd estimation and prepare the food accordingly.