

# NAAN MUDHALVAN PROJECT

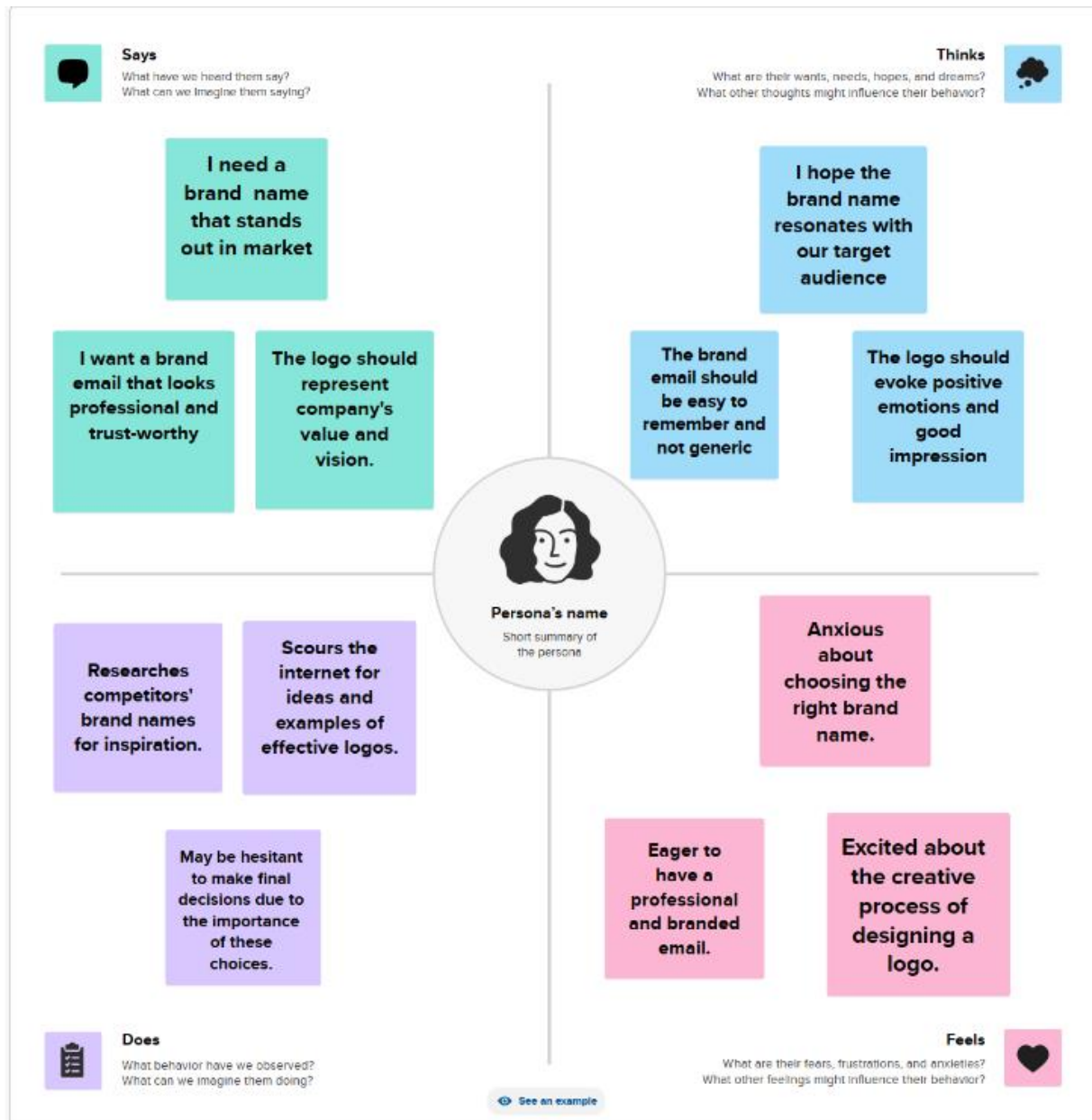
## Ideation phase

### 1. Define the problem statement:

To create a compelling brand name, brand mail and brand logo which is unique and must attract the audience interest.

### 2. Empathize and discover:

Each one of our team has a different thinking about the brand name, brand mail and brand logo. We have empathize and discover the favourable one.



### 3. Brainstorm and prioritize ideas:

We brainstorm the different brand names and filters the best attractive and audience interest name as “QualephX”.

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**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
 10 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1		Person 2		Person 3		Person 4	
TimeFlare	LuminaWatches	TimeLux	WatchMasters	TimeSpectrum	TimeFusion	SerenityWristwear	StyleChronos
TimeSculpt		WristElegance		Innovare Watches		QuAlephX	