NAAN MUDALVAN PROJECT

PROJECT DESIGN PHASE 1

1. Proposed Solution:

    i)   Brand name:

- Start by conducting a brainstorming session with key stakeholders to generate a list of potential brand names.
- Consider the target audience, industry trends, and the brand's unique selling points when evaluating name options.
- Check for domain name availability and trademark conflicts to ensure the chosen name is legally viable.
- Select a brand name that resonates with the brand's values, mission, and target audience.

    ii)   Brand mail:

- Choose a professional and branded email hosting service that aligns with your chosen brand name. For example, if your brand name is "ABC Designs," your email could be something like "info@abcdesigns.com."
- Set up email accounts for key team members with consistent and professional email signatures.
- Ensure that email communication is secure and user-friendly, and consider integrating email management tools for efficiency.

    Iii)   Brand logo:

- Collaborate with a professional graphic designer or design team to create a unique and visually appealing logo.
- Provide the designer with a clear brief that includes the brand's values, mission, and any specific design elements you'd like to incorporate.
- Review design concepts and provide feedback to refine the logo until it aligns with the brand's identity.
- Ensure the final logo is available in various formats (e.g., PNG, SVG) for versatile usage.

2. Solution Architecture:

    i)   Brand Name Selection:

Component: Brainstorming and decision-making process.

Description: This phase involves gathering stakeholders to brainstorm and select a brand name. It doesn't require a complex technical architecture but involves creative input from the team.

    ii)   Brand Email setup:
Component: Email Hosting Service.

Description: Select a reliable email hosting service (e.g., Google Workspace, Microsoft 365) that allows you to create branded email addresses using your chosen domain name. Ensure proper configuration and user management.

iii) Brand Logo design:

Component: Logo Design Software.

Description: Collaborate with team members and design logo using Canva software to create the brand logo.