

Ideation Phase
Define the Problem Statements

Team ID	NM2023TMID04577
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

CUSTOMER PROBLEM STATEMENT:

"We are a new start-up in the Boutique, and we need assistance in creating a strong and memorable brand identity that includes a brand name, brand mail (email), and a brand logo. We lack the expertise and creative direction to develop these essential components, and we are facing challenges in effectively communicating our business's values and personality to our target audience. We need a professional and innovative solution to establish a brand that resonates with our target customers, distinguishes us from competitors, and helps us build a lasting and meaningful connection with our audience."

I am	Citizen
I am trying	To create a strong and memorable brand identity that includes a brand name, brand mail (email), and a brand logo
But	I am facing challenges in effectively communicating our business's values and personality to our target audience
Because	We lack the expertise and creative direction to develop these essential components.
Which makes me feel	To establish a brand that resonates with our target customers, distinguishes us from competitors, and helps us build a lasting and meaningful connection with our audience

Reference link: https://miro.com/app/board/uXjVNUJq3JI=

Example:

