


**Project Development Phase  
Performance Test**

Team ID	NM2023TMID04577
Project Name	How to Create Brand Name, Brand Mail and Brand Logo using canva

**Model Performance Testing:**

Performance	Parameter	Screenshot
Brand Name	<b>Memorability:</b> How easily is the brand name remembered by consumers? <b>Pronunciation:</b> Is the name easy to pronounce and spell? <b>Uniqueness:</b> Is the brand name distinct and not easily confused with competitors? <b>Relevance:</b> Does the brand name convey the essence or purpose of the brand? <b>Trademark Availability:</b> Is the brand name available for trademark registration? <b>Linguistic Considerations:</b> Does the name have any negative connotations in different languages or regions?	Leather World
Brand Mail	<b>Open Rate:</b> What percentage of recipients open the brand's emails? <b>Click-Through Rate (CTR):</b> How many recipients click on links within the emails? <b>Conversion Rate:</b> What percentage of email recipients take the desired action (e.g., making a purchase)? <b>Bounce Rate:</b> How many emails are undeliverable or bounce back? <b>Unsubscribe Rate:</b> How many recipients choose to unsubscribe from the email list? <b>Engagement Metrics:</b> Track metrics like time spent reading emails, shares, and forwards.	Leatherworld2468@gmail.com

Brand Logo	<p><b>Recognition:</b> Can people easily recognize and identify the logo?</p> <p><b>Simplicity:</b> Is the logo simple and uncluttered, making it easy to understand?</p> <p><b>Consistency:</b> Does the logo maintain consistency across different platforms and materials?</p> <p><b>Scalability:</b> Does the logo work well in various sizes, from small icons to large banners?</p> <p><b>Emotional Impact:</b> Does the logo evoke the desired emotional response in the audience?</p> <p><b>Adaptability:</b> Can the logo be adapted to different color schemes and backgrounds?</p>	
------------	---	--