Ideation Phase

Problem Statements

COLLEGE CODE : 6122

COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING

S. No	TEAM MEMBER	NM ID
1.	GOKUL S	887A389A4E4CC729556440277DEDB4C3
2.	MOHANRAJ S	0D854C1800AA0F1B6B0412156F6E03A1
3.	KIRUTHIKA V	9D728360FD584DDB3FB47121AE2DE2ED
4.	KEERTHANA SRI S	EC4AB14C6AD441FACD743A70DFFE4FA6

Customer Problem Statement:

Creation of the following things using canva:

- ➢ Brand name
- ➢ Brand logo
- ➢ Brand email

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Designer	Create brand name and logo.	Difficulty in choosing software.	Because lot of softwares are premium.	Frustrated