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| **Team ID** | NM2023TMID03709 |
| **Date** | 02.11.2023 |
| **Title** | How to Create Brand Name, Brand Mail and Brand Logo in Canva |

**MODEL PERFORMANCE MATRICS:**

**1. Completion Time:** This metric measures how long it takes to complete the entire process of creating a brand name, brand mail, and brand logo in Canva. A shorter completion time generally indicates greater efficiency.

**2. User Satisfaction:** Gather feedback from users who go through the process. You can use surveys or user ratings to assess their satisfaction with the end results and their overall experience.

**3. Number of Revisions:** Track the number of revisions or edits required during the process. A lower number indicates that users can easily create their brand materials without significant adjustments.

**4. Ease of Use**: Measure how easy users find the Canva platform to create their brand materials. This can be assessed through user feedback or usability testing.

5**. Conversion Rate:** If this process is part of a larger marketing or branding strategy, you can track the conversion rate to see how many users who start the process actually complete it and take the desired action, such as using the brand materials in their business.

**6. Error Rate:** Monitor the frequency of errors or mistakes made during the process. Fewer errors indicate a smoother and more user-friendly experience.

**7. Resource Utilization:** Assess the resources required to support this process, including the time of employees, the cost of Canva subscriptions, and any additional tools or assets used in the process. Optimize resource utilization for cost-effectiveness.

**8. Brand Consistency:** Evaluate the consistency of brand assets created using Canva to ensure that they align with the desired brand identity. Consistency is crucial for building a strong brand image.

**9. Brand Recognition:** If applicable, track how well the brand name, mail, and logo created in Canva are recognized by the target audience. This can be measured through surveys, market research, or social media analytics.

**10. Security and Privacy Compliance:** Ensure that user data and brand assets are handled securely and in compliance with privacy regulations. Track any security incidents or breaches.

**11. Accessibility:** Evaluate the accessibility of the Canva platform to ensure that users with disabilities can also create brand assets easily. This is important for inclusivity and legal compliance.

**12. Cost Efficiency:** Analyze the costs associated with the process and look for opportunities to reduce expenses without compromising quality.

**13. Scalability:** Consider how well the process can scale as the demand for brand materials in Canva increases. Ensure that the platform can handle growth effectively.