

# Mind Mapping, Defining Our Mission & Name

## Phase 1

To start branding our studio, we needed to know what we stand for and what we want to show the world as a brand. We decided on using the mind mapping method to get inspired from each other's ideas. I picked the color blue and wrote down everything that comes to my mind when I think of a "Brand".



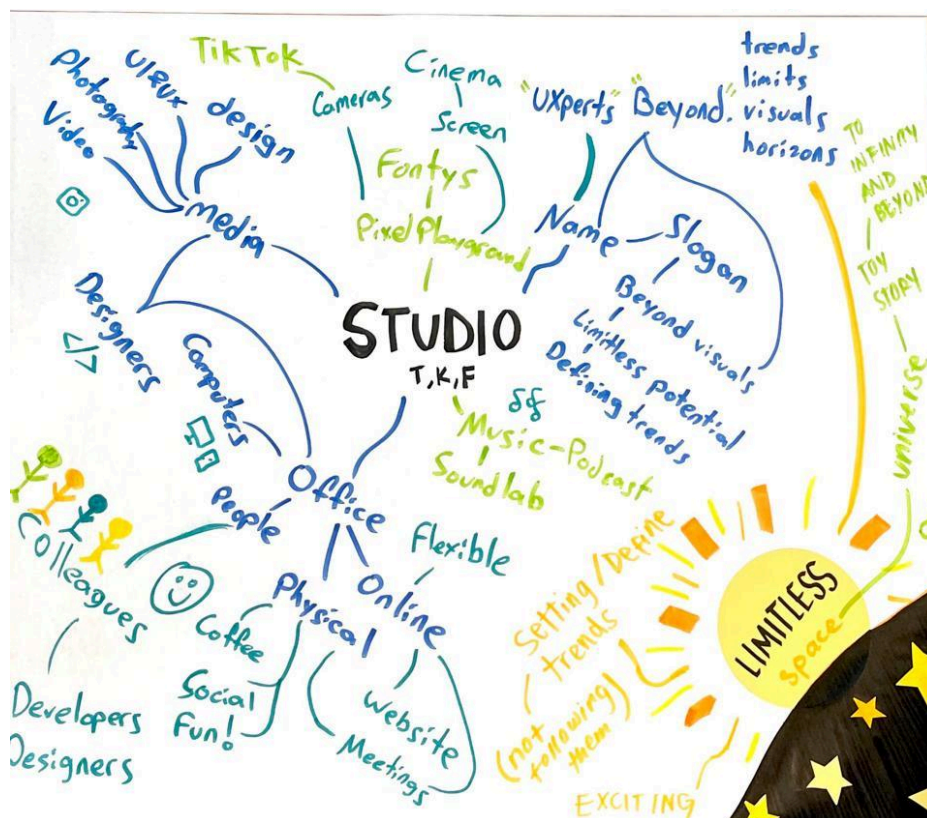
## Findings:

I realized that, to be able to present our brand to the clients briefly and efficiently, we really need to have the following:

- A memorable name
- A catchy slogan/motto
- A simple and clean logo
- A unique mission; what we want to show the world
- Core Values
- A product that represents us; tells who we are (possibly a website, a business card, a poster or a video)
- (optional) A campaign concept; a product that will make us more memorable

## Phase 2


Later, we created another mind map, this time the main word was "Studio". The aim was to get more keywords and ideas for the studio we are branding.





In this mind map, I wrote down the word “Name” because I found out in the previous map that it was crucial for a brand/studio to have a memorable and a meaningful name. From that branch, some slogan ideas sparkled. I could easily tell from the slogan ideas that we are going for a unique identity, something different from what is currently available out there.

Another branch of mine, media, helped a classmate to come up with a name. Combining UI/UX and core values, she came up with the name of “UXperts”. After getting feedback from a teacher saying the pronunciation of the name is a bit off and not easily guessable, we continued brainstorming.

**Checkpoint 1 Dirk - Progress Talk (WK1) + Kadian & Maikel 12-02-2025**

**Barrios Peña, Fabiana F.** a day ago  
We showed Dirk our Team Charter explaining rules, communication, boundaries for our project. Everything was clear to understand but he suggested to add Retrospective every 2 weeks to check in with the group and keep updated with the work. We had part of this retrospective stated in the document just with another name. We also presented our name for the studio "The UXperts" but Dirk said the pronunciation was off so we should brainstorm more ideas, and come up with a backstory for the brand.  
Absent: Sumana, Margarita

**Candemir, Tamer T.T.** 21 hours ago  
Later in the day, we had a check-in with Kadian & Maikel. We showed them our moodboards and explained each. From the feedback we had in the morning, we created a whiteboard and wrote down our studio's core values and what we want to show the world. We want to beyond the limits and to show the world that we can create something deeper than just visuals. This is why we have officially updated our name to "Beyond."



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to achieve the learning outcomes...

Post feedback

The slogan “Beyond Visuals” was liked a lot by all the group members, so I said why not name our studio “Beyond”. The team loved the idea and we decided on the name. We also took notes digitally on a whiteboard of Microsoft Teams about our ideas of slogans, names, and mission.



We finally decided that our mission is to create products that are deeper than just visuals. "Beyond Visuals".

Later, we had a check in session with two teachers where we told them about our mission and brand name. They loved the idea and officially set our name as "Beyond."

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**Reflection:**

Thanks to this session we had with our team, mind mapping proved its power to me by helping us define the mission for our studio. It also made the process of finding a name way easier than I imagined. I enjoyed using this method because it gets everyone in the group to think and share their ideas. Since the concept is to write whatever comes to your mind about the topic, it really helps coming up with an idea even just by looking at what others have written. In the next phases of our project, I will strongly suggest my team to use such methods to solve problems in a more efficient way.