LighTrail - Social Care

A suitable name for Liquid Galaxy's Social Care project would be *LighTrail - Social Care.* I've chosen this name because I think it defines the objectives of the app pretty good: It aims to help people in a difficult social status to have better conditions of life by means of charity.

The first idea I have when thinking about a new name that would be suitable to replace *Liquid Galaxy Social Care*, is to introduce the essence of the project using two words to compose the name. I also want it to express hope so I've associated it to light, as the first word, proposing a list of terms related to hope and light in a physical and abstract way such as: light, candle, sunshine, beacon…

Another 'essence' I want to express is that the app would lead homeless to a better life, so I've also chosen some words related to paths: way, road, path, trail… Once decided that this would be the base of the name, the only thing to do, is to chose one word of every group. From the first group I've chosen the word light, as It's really general and englobes the meaning of hope really well. The word trail from the second group is the most suitable from my point of view, because it's a resource used in many metaphors so It's well known and it also begins with T while light ends in T too so It is easy to fusionate the both words in one: *LighTrail*.

The name Lightrail may also be confused with the words light and rail so a capital T should solve the issue. Anyway, from my point of view both views of the name would be also suitable.

A problem that should be taken serioulsy is that Light Rail is a registered brand on the USA so a possible solution would be to add a little phrase after the official name. In this case the best phrase would be Social Care as It totally describes the project. So finally the name is: **LighTrail - Social Care**.

Another think I've been asked to do is to think about three new functionalities that could be added to the app. One functionality would be a button to contact with the nearest charity associations to a homeless person so that users can explain what they want the charity association to do and even to donate money to the charity so they can invest it on helping that homeless person.

The second functionality I would add is a notification system that notifies users when somebody has found a homeless person near them so that the can easily help in person besides from donating money to a charity of their town. This function would maybe encourage people to create little local groups of help.

The last function could be a private network for people without an LG installation but that want to organize groups of help and be informed of where they can help somebody.

So, the name could be LighTrail - Social Care and the functionalities should provide the option of donating money and informing people in the are about homeless people locations.