

# **App Name Ideas v1.1**

**Marketing**

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## **1. Initial Ideas**

- 1) **Campus Critter Finder** - This name emphasises the app's focus on the diverse range of wildlife that can be found on a university campus. The use of the word "critter" highlights the variety of animals, while "finder" emphasises the practical aspect of the app in helping users identify and locate wildlife.
- 2) **Wildlife Watcher** - This name emphasises the app's focus on observing and learning about wildlife. The use of the words "wildlife" and "watcher" suggest a focus on the natural world and a practical aspect of using the app to observe and identify different species.
- 3) **Nature Navigator** - This name emphasises the app's utility in helping users navigate and explore the natural world. The use of the word "nature" highlights the app's focus on the environment, while "navigator" suggests a practical and helpful aspect of using the app.
- 4) **Eco Explorer** - This name emphasises the app's focus on environmental education and sustainability. The use of the word "eco" highlights the app's focus on the environment, while "explorer" suggests a sense of adventure and excitement in exploring and learning about wildlife.
- 5) **Wild Wonders** - This name emphasises the diverse and exciting ways in which the app can help users explore and discover wildlife. The use of the word "wild" highlights the app's focus on wildlife and the natural world, while "wonders" suggests the many different and exciting things to be discovered and explored.
- 6) **Biodiversity Buddy** - This name emphasises the social aspect of exploring and learning about wildlife. The use of the word "biodiversity" highlights the app's focus on the variety of wildlife, while "buddy" implies a fun and collaborative aspect of using the app.
- 7) **Fauna Finder** - This name emphasises the app's focus on animal life. The use of the word "fauna" highlights the app's focus on animal life, while "finder" emphasises the practical aspect of the app in helping users identify and locate different species.
- 8) **Animal Adventurer** - This name emphasises the sense of adventure and excitement that can be found in exploring and learning about wildlife. The use of the word "animal" highlights the app's focus on wildlife, while "adventurer" suggests a sense of excitement and exploration.

- 9) Outdoor Observer - This name emphasises the app's focus on observing and learning about wildlife in the outdoors. The use of the word "outdoor" highlights the app's focus on the outdoors and wildlife, while "observer" suggests a practical aspect of using the app to observe and identify different species.
- 10) Campus Safari - This name emphasises the sense of adventure and excitement that can be found in exploring and discovering the wildlife on a university campus. The use of the word "campus" ties the app to university life, while "safari" suggests a journey of discovery and exploration.
- 11) BioSpotter - This name emphasises the app's focus on locating and identifying wildlife. The use of the word "bio" highlights the app's focus on biology and the natural world, while "spotter" suggests a practical aspect of using the app to locate and identify different species.
- 12) WildLife ID - This name emphasises the app's practical utility in identifying wildlife. The use of the words "wildlife" and "ID" suggest a focus on identifying and learning about different species of wildlife.
- 13) Campus Chronicles - This name emphasises the app's focus on recording and documenting the wildlife found on a university campus. The use of the word "campus" ties the app to university life, while "chronicles" suggests a sense of documenting and preserving a record of the wildlife found on campus.
- 14) Campus Creature Catalogue - This name emphasizes the app's educational value in providing information about different species of wildlife found on the University of York campus. The use of the word "catalogue" suggests a comprehensive and organized approach to documenting and learning about the wildlife on campus.

### **New ones:**

1. WildWiki
2. UniFauna
3. Zooniversity
4. CampusForest
5. CampusBios
6. MyUniWildlife
7. FieldGuide
8. CampusWanderer
9. FaUni