

# App Name Ideas v1.0

## Marketing

Oscar Goefron & Thomas Richardson | 20 Nov 2022

### 1. Initial Ideas

- 1) **Campus Bird Guide** - Bit boring but shows that the bird guide is university campuses only.
- 2) **Duck Book** - Fun because it rhymes but suggests the guide is only for ducks when the app is going to be for all types of birds.
- 3) **Bird Box** - A little punny but it sounds nice. However, the name may suggest that the app will be a bird box webcam but this will have to be explored.
- 4) **Bird Book** - Again boring but is a bit nicer due to alliteration and is a good descriptor as to what the functionality is.
- 5) **Twitcher** - Is a nickname for birdwatchers in the UK however, sounds a bit like an amalgamation of Twitter and Twitch.
- 6) **Wing It** - Bit of an American term but might be considered funny.
- 7) **Campus Aviary** - This name plays on the idea of an aviary, which is a place where birds are kept, and incorporates the word "campus" to emphasize the app's focus on university environments.
- 8) **BirdBrain** - This name is catchy and memorable, and it incorporates the word "bird" to make the app's purpose clear.
- 9) **WingIt** - This name incorporates the word "wing," which is a common characteristic of birds, and it has a playful, lighthearted tone that could appeal to university students.
- 10) **FeatherFinder** - This name incorporates the word "feather," which is another common characteristic of birds, and it conveys a sense of discovery and exploration.
- 11) **ChirpUp** - This name incorporates the word "chirp," which is a sound that many birds make, and it has a friendly, upbeat tone.
- 12) **SkyScout** - This name incorporates the word "sky," which is where many birds can be found, and it conveys a sense of exploration and discovery.
- 13) **BirdSpot** - This name incorporates the word "bird" to make the app's purpose clear, and it has a catchy, easy-to-remember quality.
- 14) **WingSpan** - This name incorporates the word "wing," which is a common characteristic of birds, and it has a strong, confident tone.

### Choice

"FeatherFinder" is a strong choice for the name of a bird-identification app because it effectively conveys the purpose of the app and has a memorable, catchy quality. The word "feather" is a common characteristic of birds, and it immediately lets users know that the app is focused on birds. The word "finder" suggests discovery and exploration, which aligns well with the app's goal of helping users identify different types of birds on campus.

In addition to being descriptive and clear, "FeatherFinder" is also easy to remember and has a catchy quality that could make it stand out in a crowded market. It's a name that is likely to stick in users' minds and be easy for them to recall when they need to use the app. In the case of "FeatherFinder," the repetition of the "f" sound at the beginning of both words helps to create a rhythmic, catchy quality that could make the name more memorable for users. This is particularly true if the name is spoken

aloud, as the repetition of the "f" sound creates a rhythmic pattern that is easy to follow and remember.

Overall, "FeatherFinder" is a strong choice for your bird-identification app because it effectively conveys the purpose of the app and has a memorable, catchy quality that could make it stand out in the market.