

# Brand Naming

Brand naming, whether it be corporate or product names may seem simple, however it is anything but. Generally, for a final brand name that makes it through all of the evaluation hurdles and is accepted by the client, hundreds, if not thousands of names were explored.

First, the propagation of brands in the market. Second, with the advent of the Internet, a brand must compete not just within a small geography, but throughout the global market. Which leads to the next point, the URL needs to be available. And one wants to own “.com,” not “.net,” “.info,” or some other equally obscure URL suffix. And one should not add “company,” “llc,” or other unexpected modifiers to the end of the name.

The name should be:

- Easy to pronounce
- Easy to spell
- Not used by any other brand, but especially competitors in the same categories and markets
- Short & Easy to recall
- Not having unintended or negative meanings.

- Broad enough to outlive a product category or a business owner
- Easy to trademark (and still available to trademark)
- Available as a “.com” or “.org” or .edu” URL, depending on the type of brand

It is also desirable for the brand to include a unique tagline and the brand name to communicate the brand's unique value proposition if possible.

# Branding Strategy

Product branding for a new app that helps users find roommates would involve creating a unique value proposition, visual identity, and messaging that aligns with that value proposition. Here are a few steps you can take to create a product branding strategy:

- Understanding the target audience by conducting market research to identify the demographics, psychographics, and pain points of the people who are most likely to use our app and then accordingly adapting our marketing strategies.
- Customer experience is the great equalizer of businesses. A competitor, might offer the same products or services at a cheaper price, but if they treat their customers poorly or fail to address small but significant details, it won't matter. People are willing to spend a little more money or time for a better experience. Plus, satisfied customers can become mini-marketers for our business, spreading the word about their positive experience, writing customer reviews, and recommending us to others like them.
- Defining our unique value proposition and determining what sets our app apart from competitors and how it addresses the needs of our target audience. It could be a matching algorithm, roommate compatibility test, easy UI, attractive pricing, a quick refund policy or other features that will attract users to our app and can help them find the best matches.
- Develop our visual identity: This will include ;Creating an easily understandable and emotional or creative logo, color scheme, and visual style that aligns with our unique value proposition and appeals to our target audience.
- Creating messaging and content that clearly communicates the unique value proposition and resonates with our target audience.
- Consistency is the key, as it will ensure that our branding elements are consistent across all touchpoints, including our website, social media, and our in-app experiences.
- Monitoring and adapting continuously and tracking our branding's effectiveness and adapting as necessary to ensure that it stays relevant and resonates with our target audience.
- Influencer marketing; Partnering with influencers who share the same values and target audience as us, in order to increase brand awareness and credibility. (For example TV starts like that from the series 'KOTA FACTORY' can be used to reach a wider target audience)

- Community building around the app can help to increase brand awareness, user engagement, and retention.
- Social Media Presence; Besides our website, our social media accounts are among the most easily accessible representatives of your business online. In other words, our accounts provide a prime opportunity to distinguish our brand from the start of a potential customer's engagement with us.

By taking these steps, we can create a product branding strategy that effectively communicates the unique value of our app and resonates with our target audience.

## User Persona

### Some Of The User Stories

To capture the user goals and benefits we have the following user stories:

#### User story 1

*"As a busy individual, I want to spend as little time as possible to look for a room in a shared space, so I can focus on things I enjoy to do."*

#### User story 2

*"As a sociable person, I want to live with people who have the same lifestyle, so I can feel comfortable as I get back home".*

#### User story 3

*"As a woman, I want to live with people I can trust, so I can feel secured as I leave home".*

# User's Problems;

High rents are driving people to organize themselves to share rooms with strangers in order to live in the city. Room sharing outside a family environment is also occurring in some professions. This includes Teenage students or hospitality workers in remote or seasonal locations. Also sometimes they cannot afford an apartment single because of his/her over budget.

## The Real Issues;

- Most of the services or brokers don't offer both facilities like renting a flat and finding a flatmate.
- People fail to provide accurate information about their, lifestyle, move-in date , preferences etc.
- There are many people who can't afford an individual flat.
- Trust issues appear most of the times in the beginning of sharing a flat with an person.
- Different religion, lifestyles, timings, preferences and living

habits.

- People are unable to afford the one time starting security

deposits and advance payments.

- In a place far from home one has to find a quick solution and cannot continue living in hotels/someone else's place and

make hasty and wrong decisions.

- It takes a lot of time to search for places matching user expectations.

## **Pricing Strategy**

I suggest that for the starting we should offer a completely free subscription to our users.

It is now clear that that finding a roommate can be a difficult task and we want to make it as easy as possible. That's why we should offer our app completely free of charge in the starting as it will allow users to try the app and see its value before committing to a paid subscription. I believe that by doing this, we will be able to attract more users who will share the app with their friends and provide valuable feedback to us for the improvement of our app and give ratings on app stores for other users to see. With the free subscription, one will be able to create a profile, browse potential roommates, and use other basic features of the

app. We will ensure that the user has a great experience using our app and that he find the perfect roommate.

The app could start by offering a free version that includes basic features such as creating a profile and browsing potential roommates. Users who want to access more advanced features, such as the ability to search for roommates in specific locations, would then have to pay for a premium subscription. As we gain popularity, we will be introducing a freemium model, where you will have to pay for advanced features like location-based search, 360Degree view of the room, But for now, one can enjoy all the features for free.

This approach can help to attract a large user base and generate revenue through premium subscriptions.