



## Spark - Sustainability Evaluation

**This software evaluation report is for your software: Spark . It is a list of recommendations that are based on the survey questions to which you answered "no".**

**If no text appears below this paragraph, it means you must already be following all of the recommendations made in our evaluation. That's fantastic! We'd love to hear from you, because your project would make a perfect case study. Please get in touch ([info@software.ac.uk](mailto:info@software.ac.uk))!**

*Question 1.3: Do you publish case studies to show how your software has been used by yourself and others?*

A great way of showing off your software is to write case studies about how yourself, and others, have used it. Case studies can help potential users learn about your software. They also act as a great advert for your software. If you can show happy users benefiting from your software, you are likely to gain more users.

*Question 2.1: Is the name of your project/software unique?*

You shouldn't choose a project or software name that is shared by another group – especially if they are a competitor – but, sadly, few people spend enough time researching the uniqueness of their project or software names. It is, now, less important to have a domain name that mimics the name of your project or software, because most people will use a web search to find a website rather than manually entering a URL. However, it is important to check, using a web search, that there are no existing domains that include the name of your project or software that are owned by another group, because this can confuse your users.

See our guide on Choosing project and product names

(<http://software.ac.uk/resources/guides/choosing-project-and-product-names>).

*Question 2.2: Is your project/software name free from trademark violations?*

When you choose a name, it's important to check that someone else hasn't already protected that name with a trademark. If they have, you run the risk of being sued for trademark infringement. Running a quick trademark search is free.

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