

Marketing tasks for a

# LIQUID ANALYSIS APP



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# SCOPE

Client TROSA GmbH



NAMING THE APP



CREATING THE LOGO



APP STORE OPTIMIZED  
CONTENT



OTHER  
COLLATERALS

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# NAMING THE APP

The app was having volumetric measuring capabilities. It incorporated machine learning and AI insights to give a accurate measurement. Future versions are targeting further analysis of other liquid properties.

Identifying core functionality and target audience of the app, I focused on three tenets for my naming process – **Pronunciation, brevity, relevance, uniqueness.**

Name's uniqueness and conflicting presence were also checked

We collected name ideas and after feedback the name was finalized.

 Liquidon

Messenology

Flotech

Aquatech

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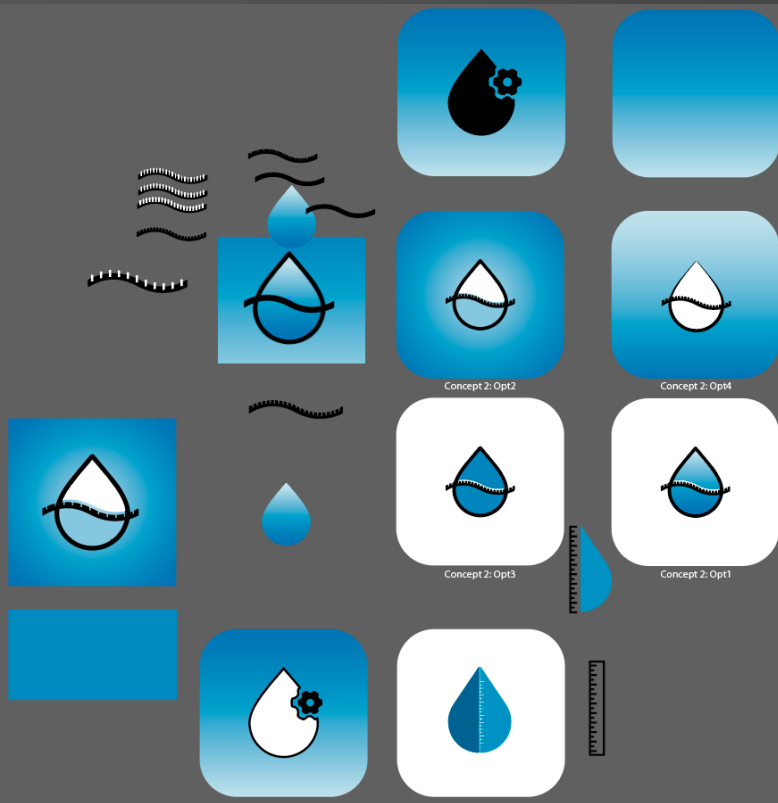
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Opt1- The shape represents "laguz" - "Water" in elder Germanic Futhark rune.

Opt2- Worked on traditional liquid droplet design to make app's functionality more clear to its intended users.



# CREATING THE LOGO

The logo needed to be clean, simple, easy to recall.

I provided two options to the client with their symbolic representations where applicable.

Feedback and client interaction is crucial in these phases. **Naming & design choices are highly subjective.**

Multiple iterations unveil a better variant of the same design. It happened here as well...



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# APP STORE OPTIMIZED CONTENT

Crafted product page content following Apple Developer Guidelines optimizing for App Store search.

Focused subtitle and concise description bearing all targeted keywords necessary to score high relevancy provided.

Promotional Text of 141 character length added.

## Liquidon iOS Product Page

Icon -



**Subtitle** - Measure Liquid Volume & Percentage

**Description** -

Liquidon is your go-to app for accurately measuring liquid volume and percentage in transparent or translucent containers. Whether you're a professional bartender, a home cook, or simply curious about the contents of your favorite beverages, Liquidon provides a convenient solution right at your fingertips.

**Features:**

Liquidon's algorithms, ensure spot-on results every time. Whether you're pouring into a glass, pitcher, or vase, it can measure the volume and percentage of liquid in transparent containers with ease. It goes beyond traditional measuring methods by offering support for translucent containers, preferably in well-lit conditions.

With a zero-learning-curve user interface, Liquidon brings simplicity for all its users to measure effortlessly. Users can customize the measurement units according to their preferences, choosing from milliliters, fluid ounces, liters, and more.

No interruptions, just pure functionality – Liquidon offers a completely ad-free experience.

Download Liquidon now and experience the convenience of accurate liquid measurement on your iOS device.

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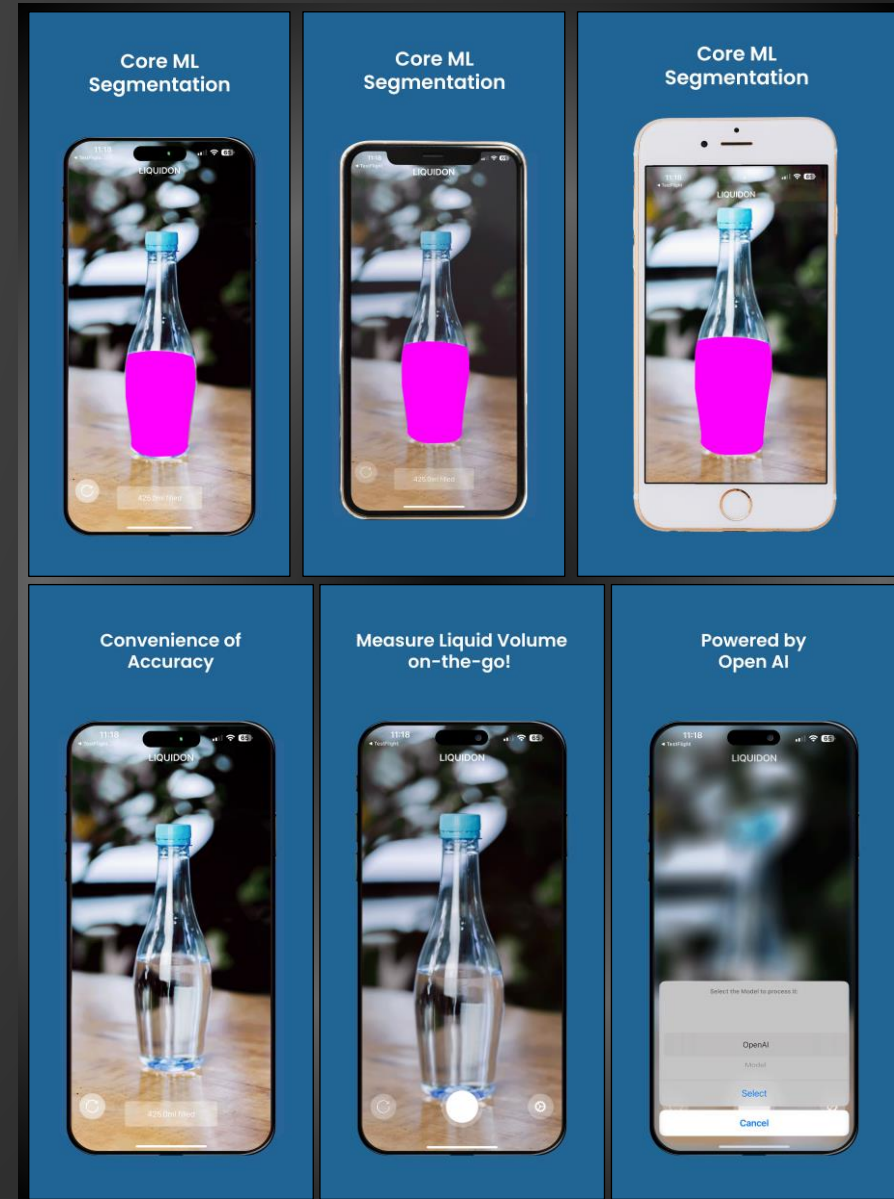
# OTHER COLLATERALS

What is content without images?

In app demonstration **snapshots created graphically** to make it more appealing to prospective users using Adobe Photoshop.

Images optimized for all iPhone models and iPad in terms of models displayed in App Snapshots as well as recommended aspect ratios for compatible devices.

Other collaterals required by the team delivered.  
This is but a concise overview of the project work!



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Sayantan Saha.

# THINK YOU

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