

Title Creation and Testing Process

1. One or two hour meeting with the team to determine:
 - a. what is the exhibition - what is special about it? Is it primarily an Idea exhibit, People exhibit, Object exhibit, Physical exhibit, or a combination?
 - b. what **MUST** the title communicate in order to accurately represent the exhibition? Make a list.
 - c. what are some "alluring" words that fit the situation in the team's opinion?
 - d. In light of the above, jointly come up with about 7 titles that the team finds acceptable.

2. Take these possibilities out to the people as follows:
 - a. show one title and ask, "How interested would you be in seeing this exhibition?"
 - b. Response set is: Not/slightly interested; somewhat interested; very interested
 - c. Ask "What would you expect at this exhibition?"
 - d. Describe the exhibition to the visitor and ask "What most caught your attention in that description?"
 - e. Note carefully what the person says (record the whole interview, if possible).
 - f. Do this for one hour with as many interviewer & note-taker teams as you have available.
 - g. Spend an hour consolidating what was heard. Out of this create some new/improved titles.

3. Check new titles for misunderstandings.
 - a. Same as step 2, but only item c: "What would you expect at this exhibition?"
 - b. Revise any titles that are causing misunderstanding.

4. Do a title test.
 - a. Pick the four titles that have done the best in the previous informal tests.
 - b. Put one each on a simple half-page survey: "If this exhibition were now on view, how interested would you be in seeing it?" Include age and gender. (Option: include IPOP questions to see if there are differences in who is drawn to which title)
 - c. Collect 50-100 surveys for each title.
 - d. Analyze the results for a winner.

5. Find the best image.
 - a. Select four images that you think work well with the winning title.
 - b. Check them out with visitors as in step 3.
 - c. Put each image on a simple half-page survey along with the winning title, as in Step 4.
 - d. Analyze to determine which image enhances the draw of the title most effectively.

Now you have a tested title and its best image.

6. Consider adding a tag-line.
 - a. Select four tag-lines that you think work well with the winning title and image.
 - b. Check them out with visitors as in step 3.
 - c. Put each tag-line on a simple half-page survey along with the winning title and image, as in Step 5.
 - d. Analyze to determine which tag-line enhances the draw of the title and image most effectively.