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.