Test your name aloud, in writing and online

Will your customers be able to say your name, spell your domain name and use your email address? Test these elements of your digital identity together, in the languages and situations that matter.



PREPARE USEFUL TESTS

Choose people similar to your future customers and contacts, using the languages that matter. Prepare the same materials and consistent instructions for each name.

First hearing and first reading: use different participants or name candidates to avoid giving away the spelling.

FOUR TESTS TO OBSERVE EVERYDAY USE

	THE TEST TO PROPOSE	WHAT TO RECORD
01	**Let people hear the name** "How would you spell this name?"	The first spelling, requests for repetition and uncertain letters.
02	**Let people read the name** "How would you pronounce it?"	Spontaneous pronunciations, pauses and possible alternative readings.
03	**Explore meaning and recall** "What does this name suggest?" Then: "How would you search for it?"	Associations, the name recalled after a recorded interval and the search terms used.
04	**Dictate the addresses** A domain, then a complete email address.	The spelling, hyphens, at sign and extension written down. No email needs to be sent.

INTERPRET THE RESPONSES

An extra letter after hearing the name? Explore what caused it, adjust one element, then try again with a new participant.

These tests reveal difficulties; they do not measure your market or check rights to the name.

YOUR FIRST ACTION

Prepare a first test, then record the answers.

Choose a name, its domain and a possible email address. Define the situation, language and questions to observe. Keep the initial answers in your brief.