

How a Major Technology Company Used Agile Research to Prioritize and Refine App Names for German and U.S. Markets

The Challenge

The consumer research team at a major technology company was looking to rename a high-profile app and had a handful of names that were being considered internally; but the team needed the voice of the user to help make a final decision. The main goal was to find a more interesting name that could strengthen the brand image and clearly communicate the app's functionality across two major markets: Germany and the U.S. Within that, the team hoped to identify a name that would fit with the brand's identity, resonate with users in both countries, and drive more traffic overall.

The Solution

In order to identify a winning app name based on user feedback, the team turned to GutCheck to conduct two rounds of agile research using both quantitative and qualitative methodologies. Based on the first round of prioritization, the consumer research team came up with additional naming options that also needed to be tested among their target audiences. This led to a second research phase where the quantitative and qualitative studies were in field simultaneously for another round of prioritization and further refinement.

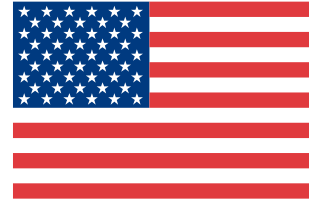
The Research

For the quantitative portions of the research, the GutCheck research team launched an Agile Screen where respondents reacted to stimuli, answering uniform questions for each naming option to create a scorecard of prioritized ideas. In order to gain a specific understanding of any opportunities for refinement, the qualitative phase was conducted using an online Instant Research Group, where respondents answered open-ended questions and follow-ups posted by a trained moderator in the country's native language. This technology fosters a dynamic qualitative discussion where respondents are easily able to interact with others in the group.

Overall Research Objectives



GERMANY



UNITED STATES

Quantitative Phase I



1. Evaluate and prioritize each name for the app based on appeal, uniqueness, fit with app, perception of app functionality, and interest in learning more.

Quantitative Phase II



1. Evaluate and prioritize each name for the app based on appeal, fit with app, fit with brand, fit with personality, favorite and least favorite name.

Qualitative Phase II



1. Unaided, understand the reactions and associations that each name elicits.
2. Aided, gauge which names fit best with the app and uncover any opportunities to refine the names for stronger appeal.

Phase I



Phase II



The Results

The consumer research team uncovered several key insights from both phases of the research.

Especially unique names drove interest, but consumers had a tough time making the connection to the app's functionality.

No matter the country, respondents in the target audience preferred straightforward, unbranded app names.

Based on the app name, users need a clear understanding of what an app will do before they will engage with it.

Some of the more creative app names left room for misinterpretation and were seen as somewhat confusing when associated with an app.

The colorful associations and impressions that were shared by respondents gave the team a solid understanding of which names would lead to a successful app launch. Because the target audiences were from two different countries, and the app needed to be successful in both markets, all global client teams needed to stand by the decision to move forward with the new app name. By using the same methodology and research design for both Germany and the U.S., the teams were able to make equal and consistent comparisons across countries regarding the results. By incorporating the user voice throughout the naming development process, the team was able to make unified, user-informed decisions that also settled internal debates.

The GutCheck Benefit



Flexibility

Throughout the research design process, you have the opportunity to modify discussion guides and questionnaires or ask us questions.



Guidance

The same online research strategist will work with you on all phases of your study, ensuring a higher level of consistency, quality, and a strong knowledge of your project history from start to finish.



Speed

What might seem impossibly fast often falls right into our timelines. Our qual and quant friendly platform has the ability to execute both types of studies simultaneously if needed.

About GutCheck

GutCheck is a global, online agile market research solution that enables our clients to get quick consumer reads to address business questions, whenever they need to be answered. GutCheck's flexible quantitative and qualitative platform enables us to instantly recruit target audiences, and our full-service team provides the insights and confidence our customers need to react and move their businesses forward. For more information: <http://gutcheckit.com>.