

Name Testing Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Read the proposed name shown above. Give your own reaction before reading the product description at question 5. All questions are optional.

1. What does this name make you think of?

2. What kind of product or service would you expect from this name?

3. How easy would it be for you to say this name aloud?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither difficult nor easy
- ☐ Somewhat easy
- ☐ Very easy

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4. How appealing do you find this name?

- ☐ Not at all appealing
- ☐ Slightly appealing
- ☐ Moderately appealing
- ☐ Very appealing
- ☐ Extremely appealing

5. Read the product description provided here. How well does the name fit this product?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ Not sure

6. Does this name have any unwanted meaning or association for you?

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7. What, if anything, would you change about the name?
