Open innovation – name suggestions

9th October 2018

Methodology

Purpose

- To gain feedback on potential names for the Open Innovation website

Location

- WUD

Sample

- Number: 20 (10 M, 10 F)
- Country: UK
- Type: Unmoderated testing including use of a survey to rank name preferences and ask for name suggestions

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Themes

- Some of the names were deemed to be very long

- Feeling that the names don't tell you what the website is about

- Gave a sense of management speak

- "OpenInnovation" rated highest with participants (70% positive rating)

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Breakdown of Responses

	HATE	REALLY DON'T LIKE	DON'T LIKE	LIKE	LIKE A LOT	LOVE	TOTAL
OpenInnovationMarketplace	5.00% 1	35.00% 7	20.00% 4	20.00% 4	15.00% 3	5.00% 1	20
ScotlandisOpen	10.00% 2	30.00% 6	25.00% 5	20.00% 4	15.00% 3	0.00% 0	20
CanDoInnovation	10.53% 2	10.53% 2	47.37% 9	31.58% 6	0.00% 0	0.00% 0	19
OpenInnovation	5.00% 1	10.00% 2	15.00% 3	25.00% 5	35.00% 7	10.00% 2	20
Innovationchallenges	10.00% 2	20.00% 4	20.00% 4	40.00% 8	5.00% 1	5.00% 1	20
InnovationOpportunities	0.00% 0	10.00% 2	35.00% 7	35.00% 7	20.00% 4	0.00% 0	20
ResearchOpportunities	5.00% 1	25.00% 5	30.00% 6	30.00% 6	10.00% 2	0.00% 0	20

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Alternative Names

Participants were asked to provide alternative suggestions and these are listed below

- InnovationMarketplace
- Collaborative Scotland
- Innovate Scotland Smart Scotland
- Innovation tools
- The Scottish Business Solutions Platform
- InnovativeChallenges
- Business Collaborations, Business Brainstorm,
- Scotlandinnovate
- Enterprisetools

- Scottish Innovation
- Innovation marketplace
- Innovation4bussiness
- Scottish Innovation. Sustainable Innovation.
- Innovation Scotland
- InnovationIsOurs, InnovateandRelate, ScotlandInnovate/Innovation
- Business Innovation Business Research Open Business Innovation
- ScotlandSolutions
- InnovationResearch

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Quotes

"I hate that it doesn't tell you what the website is going to be about" (Scotland is open)

"I think have the word business in it because its about business"

"it's a bit management speak" (Innovation Challenges)

"I don't know whether this would catch my attention" (Can do innovation)

"I think that gives it a negative kind of spin" (Innovation challenges)

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