

Case Study: Choosing the right name for OpenArchive's new product

Simply Secure worked with OpenArchive on how to describe and position some of their recent work. After facilitating a workshop with a group of extended stakeholders, we learned more about opportunities for OpenArchive to meet the needs of multiple kinds of users.

Workshop Process

Over the course of four hours our group of about 12 people:

- Learned about current OpenArchive functionality
- Mapped tools and processes for current archiving practices of different user groups
 - Human rights organization employees
 - Independent journalists
 - General audience users
- Discussed opportunities to expand and focus OpenArchive
- Documented key words and phrases capturing OpenArchive's functionality

Outcomes

Based on our discussion, we recommend that the OpenArchive project should be renamed to represent larger vision with individual projects each having their own name. We also recommend to focus on the use case of organizations such as Human Rights Watch, rather than a general use case or independent journalist use case. The key difference between organizations and others, is that organizations use a closed group to collaborate, rather than posting their mobile media to the Internet Archive on the open internet.

Renaming an offer for the core audience, which is employees of human rights organizations who make technology purchasing decisions, would make the benefits of secure, mobile media preservation more clear. Focusing on the professional use case of organizations can also meet the needs of motivated individuals. Associating a professional-grade tool with well-known players such as Human Rights Watch can give confidence to a broad group of potential users that the tool is reliable.

There are three main parts of our proposed new positioning for OpenArchive: voice and tone, name, and tagline.

Voice and Tone

Our recommendations for the voice and tone of a re-positioned OpenArchive follow.

IS	IS NOT
Organizational	Bureaucratic
Professional	Sales-y
Human Rights Org Staff	Radical Activist
Tech Worker	Hacker
Socially acceptable	Extremist

Candidate Names

Although we recommend the project keep its' name, "OpenArchive" is not aligned with the needs of human rights organizations using a custom installation because a) it's not "open," the content is going to a closed group, and "archive" is not appropriate because it's not going to the internet archive. Instead we suggest a more flexible metaphor, such as Pocket, the shared reading app which lets people keep a reading list that is private, public, or shared with a group.

Here are some candidate names that are better fit with an organizational use case.

- Capsule, Capsulate, Encapsule, Ncapsule
Use this as a metaphor/concept that includes verbs. E.g. "create a capsule", "capsulate" = send securely to cloud, "team capsule" vs "personal capsule."
- Chronicle
- KeepSafe
- Keepsule
- Chest

Our current thinking is to separate the organizational identity and the product/use case identity. One example of something similar is a description like this:

Meedan is an organization makes Check, a product that was used in Electionland and Crosscheck. Meedan makes other products too, like Bridge.

Following that example, one possibility of how to communicate the new name is "X is the organization that makes [Capsule], mobile media software for human rights organizations. They have other products, too, such as OpenArchive, which archives mobile media directly to the Internet Archive."

Taglines

Here some alternate ways to describe key benefits:

- Secure mobile media preservation for your organization
- Preserving mobile media for the future
- Preserving mobile media with integrity
- Secure preservation of mobile media
- Keeping your team's mobile media safe and sound

Next Step: User Feedback

Here are some guidelines for getting user feedback on naming.

1. Find members of the target audience to test ideas with.
 - In this case, the audience is human rights organizations able to host an instance. The people who make or maintain human rights organizations technology are the starting audience.
2. Make a request for feedback.
 - In the case of getting feedback with names, asking for 5-10 minutes of feedback in the context of another conversation is appropriate.
3. Prepare prompts.
 - Print each of the candidate names in a large font alone, one name per page.
4. Determine level of familiarity with OpenArchive.
 - In the context of meeting a technologist interested in doing an installation at their human rights organization, it's safe to assume they have awareness about the project.

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5. Ask open-ended questions.
 - Spread out the names so they are visible at the same time. Ask:
 - Who do you think this app is for?
 - What do you expect this app to do?
 - How would you make a case for this app to other stakeholders in your organization?
 - Which is the clearest for what they expect their instance of OpenArchive to do.
6. Show taglines, printed all together on one sheet.
 - Ask about which is clearest in explaining the benefits.

Naming is a challenge, but getting feedback from specific target users can clarify how to reach that audience. Our friends at [Ura Design](#) will be gathering feedback from target users, so reach out to them if you're interested in participating.

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