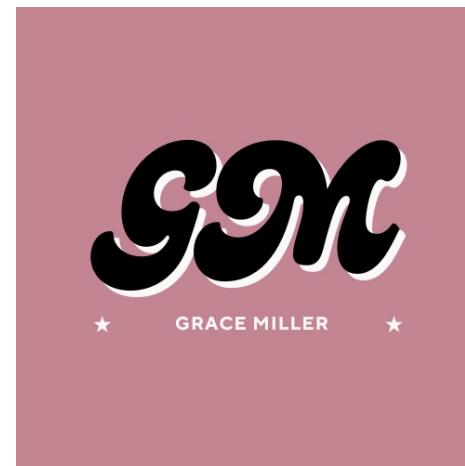
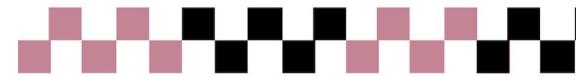


PROJECT THREE

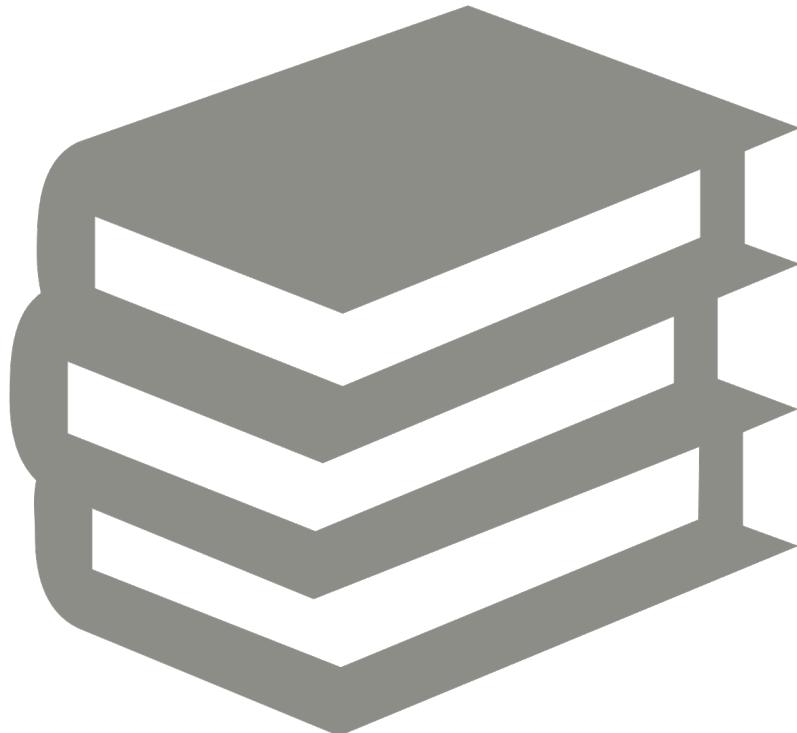


GRACE

Miller



UX Research Method & Purpose



Method: After allowing two computer design tools to create three logos that represented me, I conducted three interviews to get feedback from different viewers. These interviews occurred over zoom where I showed one logo at a time and asked a series of questions about that specific logo. I then repeated that process with the next two logos, asking the same questions.

Purpose: The purpose of these interviews was to get the opinions of these three logos from different points of view. This feedback is then used to redesign the original logos to satisfy the overall thoughts of the viewers.

Participants Bios

Participant one

- Age: 55
- Female
- Occupation:
Teacher

Participant two

- Age: 23
- Female
- Occupation:
Scientist/ Lab
Assistant

Participant three/ four

- Ages: 20 & 22
- Female & Male
- Occupations: both
students

Participant Insights

Participant one

- Logo one:
 - Liked: the color pink
 - Disliked: the different fonts of the names
- Logo two:
 - Liked: the flowers
 - Disliked: how dark the black background was
- Logo three:
 - Liked: the font of initials
 - Disliked: the smaller name and stars next to the name

Favorite logo: the floral one

Participant two

- Logo one:
 - Liked: the color palette
 - Disliked: the different fonts of the names & the checkered boxes
- Logo two:
 - Liked: the flowers
 - Disliked: the white circle
- Logo three:
 - Liked: the smaller name and stars
 - Disliked: the font of the initials (found hard to read); suggested outlining them

Favorite logo: the floral one

Participants three & four

- Logo one:
 - Liked: the color palette
 - Disliked: different fonts of names & too much color change in the checkers
- Logo two:
 - Liked: the flowers
 - Disliked: how big the contrast was between the white circle and black background
- Logo three:
 - Liked: almost all of it, especially the font of the initials
 - Disliked: the stars

Favorite Logo: the pink background one

Final Designs



For logo A I changed quite a bit. No one seemed to love the checkered boxes in the original design, so I decided to get rid of them and replace them with something more simplistic. I stuck with only one font for the name since the viewers found it unappealing.

For logo B, I got rid of the white circle that was around the name and flowers and lightened the black background color. I took away a good amount of the contrast because the viewers found it to be too harsh.

For logo C I took out the stars because none of my viewers felt those were really necessary and were distracting. I also lightened the color of the initials a bit in an attempt to make them easier to read.

Appendix

- [Interview One](#)
- [Interview Two](#)
- [Interview Three](#)
- Interview Script:

Project three:

Interview Script

Introduction:

Thank you for agreeing to participate in my UX research project. We'll look at three logo designs and I'll ask you questions that will help me gather data about the effectiveness of the design. I am conducting this interview under the instruction of Professor Stephen Quigley in his Integrating Writing and Design course at the University of Pittsburgh. I will record this interview for the purpose of generating a transcript. I will delete your recording after the transcript is completed. Do you have any questions? Do you agree to these terms?

- (No) Thank you for your consideration. I hope you have a great day
- (Yes) Great, let's get started. I'm going to start the ZOOM recording. ([start ZOOM recording](#))

Background information:

This project instructed us to design three logos that represented us. We had to use two different design tools, which were Canva and Adobe Spark. The computer was supposed to take control and do most of the designing for us. We were supposed to decide on a color palette, that suited us and stayed consistent for the three logos. I am going to show you each logo one at a time and follow up with a set of questions.

Logo A:



Visceral Questions

1. What is one word you would use to describe this logo?
2. What is your favorite thing about the logo?

Behavioral Questions

1. What is the first thing you noticed? Where did your eyes go next?
2. Was there anything that affected your processing of this logo?

Reflective Questions

1. Would you say this logo represents me?
2. What would you change about this design?

Logo B:



Visceral Questions

1. What is one word you would use to describe this logo?
2. What stands out to you the most? What does it make you think of?

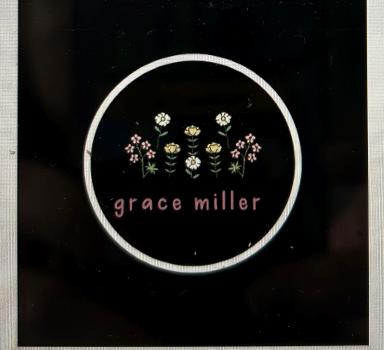
Behavioral Questions

1. What is the first thing you noticed? Where did your eyes go next?
2. Was there anything that affected your processing of this logo?

Reflective Questions

1. Would you say this logo represents me?
2. What would you change about this design?

Logo C:



Visceral Questions

1. What is one word you would use to describe this logo?
2. What stands out to you the most? What does it make you think of?

Behavioral Questions

1. What is the first thing you noticed? Where did your eyes go next?
2. Was there anything that affected your processing of this logo?

Reflective Questions

1. Would you say this logo represents me?
2. What would you change about this design?