



UX Brand Research Study

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Method & Purpose

Method: This project focused on brand implementation, testing, and presentation. I started by inventing a brand. To better understand the rhetorical axes and implications of my brand and marketplace, I followed the ZAG method. Then, for this brand, I developed A and B samples of a color swatch, font family, name, mission statement, logo, and slogan. After that, I tested these designs by conducting interviews for viewer feedback. I took this feedback and worked on redesigning these design elements.

Purpose: The purpose of the UX research was to help guide the design process of the brand. Asking for feedback helps to create designs that meets viewers needs and expectations.

A/B Samples

Style Guide

Mission Statements:

- (Name) provides easy access to holiday joy by bringing the decor right to your doorstep.
- (Name)'s mission is to help everyone participate in the holiday spirit in the most convenient way possible.

Names:

- Holiday Box Express
- Instant Festivity

Font Families:

- Holiday Box Express, Instant Festivity (Marykate)
- *Holiday Box Express, Instant Festivity* (Adam Script)

Color Palettes:



Participant Bios

Participant one

-Age: 55

-Female

- Occupation:
Teacher

Participant two

- Age: 24

- Female

- Occupation:
Scientist/
Lab Assistant

Participant three

-Age: 20

-Female

-Occupation:
student

Participants' Insights

Participant one

- names: liked "instant festivity" because it felt more clear on what was being offered
- mission statements: liked the first statement better, but would change the word "easy" to "instant"
- color palettes: liked the dark green, red, white, and light green palette better because it looks more like holiday colors, but would incorporate a gold or silver to add a little sparkle
- font families: liked the cursive font better because it feels more festive, but would suggest finding a more printed script to make it easier to read

Participant two

- names: liked "holiday box express" better because it is more clarifying
- mission statements: liked first statement better because the second one sound more like a committee or service instead of a subscription box
- color palettes: liked the dark green, red, white, and light green palette better because thinks holiday colors should represent a holiday service; could consider incorporating a brighter color such as yellow instead of two greens
- font families: liked the Marykate font better because it was fun and easier to read than the cursive

Participant three

- names: liked "holiday box express" better because its straightforward but not aggressive and "instant festivity" is a little aggressive
- mission statements: liked the first mission statement better because it gives more of an indication of what is actually occurring
- color palettes: liked the cream, navy blue, red, and teal palette better because feels like it represents modern concepts better such as a subscription box service
- font families: liked Marykate font better because thinks it resonates better with the brand due to its fun and convenient nature

Final Designs

Name: Holiday Box Express

Mission Statement: Holiday Box Express provides easy access to holiday joy by bringing the décor right to your doorstep.

Color Palette:



*Replaced
light green
with gold

Font Family: Redressed

*Changed to a more separated
cursive script, that is easier to read

A/B Samples Logo and Slogan

A:



B:



Participants' Insights

Participant one

- logo a: liked how it looked clean & festive; disliked the color of the text and background
 - logo b: liked how it made more sense of what the brand was; disliked how incohesive the elements coming out of the box are
 - slogan a: liked the phrase overall, disliked how unspecific it was
 - slogan b: liked the rhyming elements, disliked the negative connotation of the word "hassle"
- Favorites: Logo A & a combination of both slogans

Participant two

- logo a: liked how it looked clean & professional
 - logo b: liked how it made more sense of what the brand was; disliked how there was a lot going on
 - slogan a: disliked the word simple- makes her curious about what difficult aspect is being talked about
 - slogan b: liked how specific it was; disliked the length of the slogan
- Favorites: For the product logo b/ aesthetically Logo A & Slogan B

Participant three

- logo a: liked that it looked festive, disliked the font of the brand name
 - logo b: liked the design and text together (eyes were directed better), disliked the technicalities of the elements coming out of the box
 - slogan a: liked the length of this one, disliked that it was not as explanatory
 - slogan b: liked the rhyming elements, disliked how long it is
- Favorites: Logo B and Slogan B

Final Logo and Slogan Design



Changes made:

- the color of the background from beige to gold and the font color from brown to green
- the font used for brand name and slogan

Appendix

- [Brand Name, Mission Statement, Color Palette, and Font Family Interview Questions](#)
- [Logo and Slogan Interview Questions](#)
- [participant one- first interview](#)
- [participant one- second interview](#)
- [participant two- first interview](#)
- [participant two- second interview](#)
- [participant 3- first interview](#)
- [participant 3- second interview](#)