Logo Design UX Testing
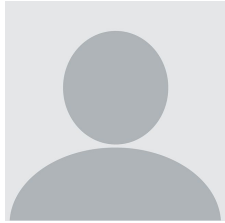
ENGCMP 0520

Nathaniel Coller

Why UX?

Purpose
- UX testing is a usability test that gathers user feedback to determine improvements that can be made towards a product or service
- Takes into account the preferences of real-life participants to determine key issues that may have gone missed

Methodology
- Three participants were asked in-person a series of questions that reflect varying levels of processing
  - Visceral, behavioral, and reflective
- Transcripts of each interview and the script used can be found the the appendix (slide 6)
- Participant feedback was used to design a new logo that remedies the faults of the original three
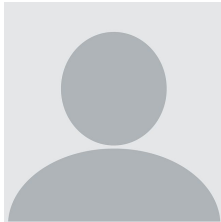
Study Participants

Name: Participant #1
Age: 19
Gender: Male
Major: Biology
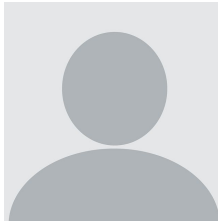Design Skills: Little to none, has never been apart of a larger design project.

Name: Participant #2
Age: 20
Gender: Male
Major: Chemistry
Design Skills: Minimal, few opportunities reviewing designs in the past.
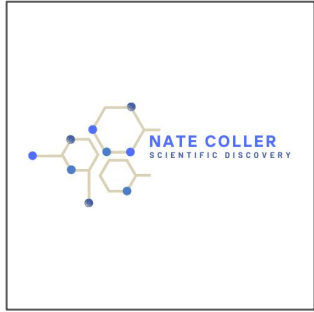
Name: Participant #3
Age: 19
Gender: Female
Major: Anthropology
Design Skills: Extensive, currently works in direct collaboration with graphic design.
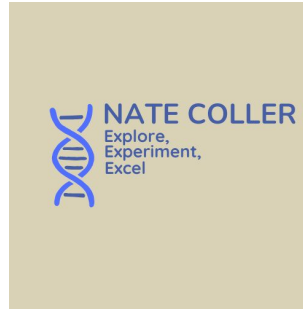
Study Insights

Praise
- Blue is appreciated
- White background was liked

Criticism
- Negative response towards graphic element
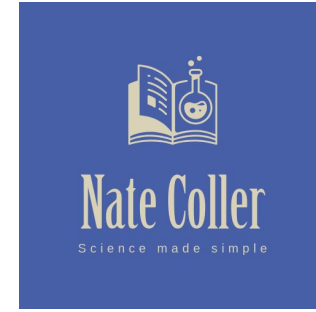- Looks "cheap" or like a "scam"

Praise
- Graphic element received well
- Most clear that I am in the science field

Criticism
- Too many shades of blue being used
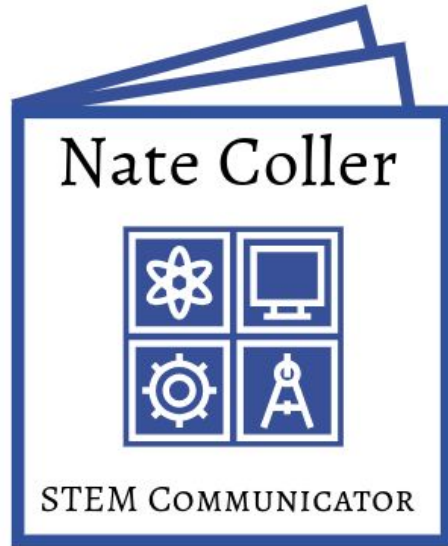- Confusing motivation behind logo design

Praise
- Simplicity is liked
- Unanimously like the font here best
- Understood best that this is a logo for me

Criticism
- Graphic needs to be altered
- Users unsure exactly what its supposed to represent

Revised Design

Rationale

- The graphic element clearly needed to be redone
  - New design was based mostly from #3 as it was regarded as the best

- Slogan was changed to STEM communicator to better convey my message
  - Limits confusion about this logo being for a company rather than for me as a professional

- The color blue was well received so that did not change
  - Colors were also reduced to only two for simplicity

Appendix

Script
https://docs.google.com/document/d/16pe8oDw_CXGa6fnnlvbwBkgBNF7nFkuA7GF0GRfP1_g/edit?usp=sharing

Participant #1
https://docs.google.com/document/d/184S2feCk0qAFWFDzqf2HqmRkR89ylpQutiNSBC6JqQo/edit?usp=sharing

Participant #2
https://docs.google.com/document/d/18k9o3FWkjn4vW4lY5VwP_WQXn8Ww_j6_-t-zEwkgBlo/edit?usp=sharing

Participant #3
https://docs.google.com/document/d/18qoNkG23BCSR_KYDDKGbi596obpBBcAMmHw8zqJuipE/edit?usp=sharing