UX DESIGN STUDY

INTEGRATING WRITING AND DESIGN

ZIYAN WANG

UX Research method and purpose

1 Set zoom meet with participant then ask them question that I prepared early on my script.

2 Analyze from their emotion change base on the first time they see three different logo.

3 Analyze on their reflection on different logo, see which one can be represent the personality the most.

4 Base on the result, choose the logo that people like the most

5 Start!

Participant

Zihe Wang

6 year old Male
Brother of Ziyan
Kindergarten

Jack

17 year old
Wilbraham Monson
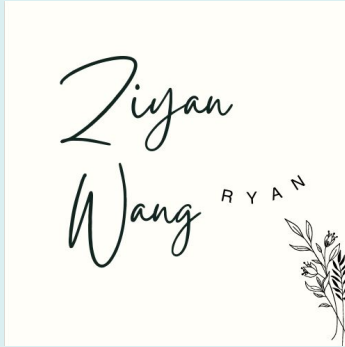Academy

Daisy

20 year old
Cornell University

Emily

20 year old
California College of Art

Interview Result

Strength
-Good looking design
-nice decorate

Weakness
-leave too many blank

Strength
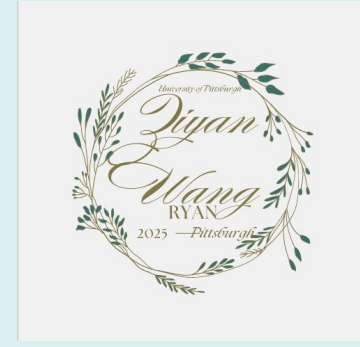-Represent of interest
-good design of kicking soccer

Weakness
-leave too many blank again!

Weakness all three: why all white background???

Strength
-good looking copperplate
-bunch of information
-adding different element

Weakness
-details to small, hard to see, may add some other elements
-too many white background

Final Logo

After talk with my friend about the logo, I do make some change. I actually expand it, so it looks more clear, and I noticed from audience that they do like the soccer element from the logo2, so I decided to add it into my new Logo. Use white as background for too many times, and it is kind old and boring, I make some change! To black! (big move)
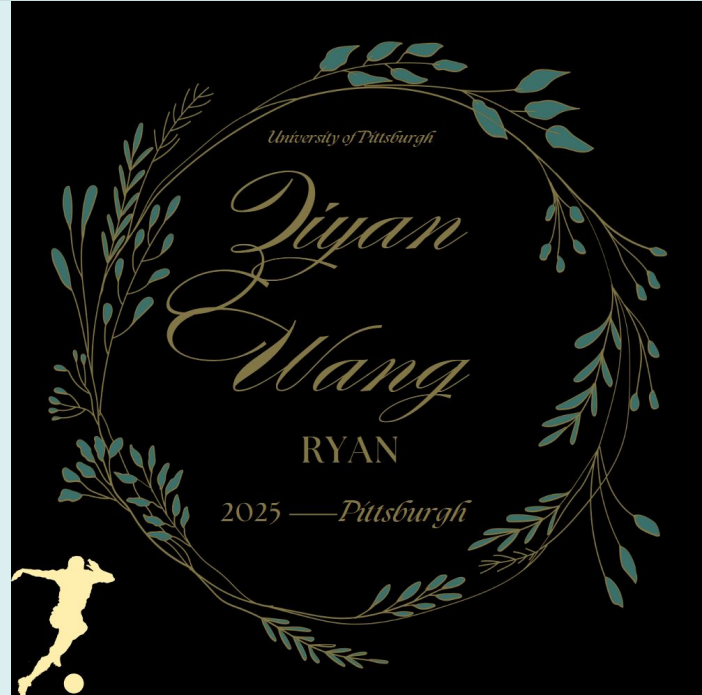
Thank U !

Ends

Appendix:
Script:
https://docs.google.com/document/d/194GXqOrXwzdrrDXPkQnJB00rCrvBfKmEh63C7U6ogd8/edit?tab=t.0