

Ziyan  
Wang

RYAN



**ZIYAN  
WANG**



INTEGRATING WRITING AND DESIGN

# UX DESIGN STUDY

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 Ziyang  
Kindergarten



Jack

17 year old  
Wilbraham Monson  
Academy



Daisy

20 year old  
Cornell University



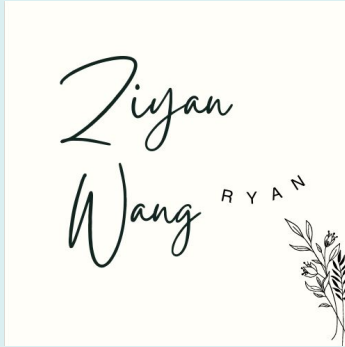
Emily

20 year old  
California College of Art

## Result

# Interview Result

## Insight



### Strength

- Good looking design
- nice decorate

### Weakness

- leave too many blank

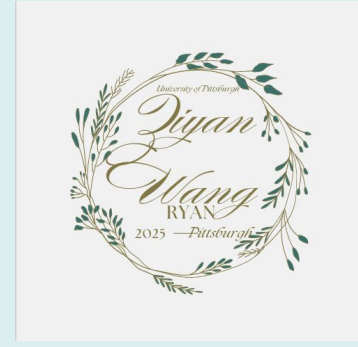


### Strength

- Represent of interest
- good design of kicking soccer

### Weakness

- leave too many blank again!



### Strength

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

### Weakness

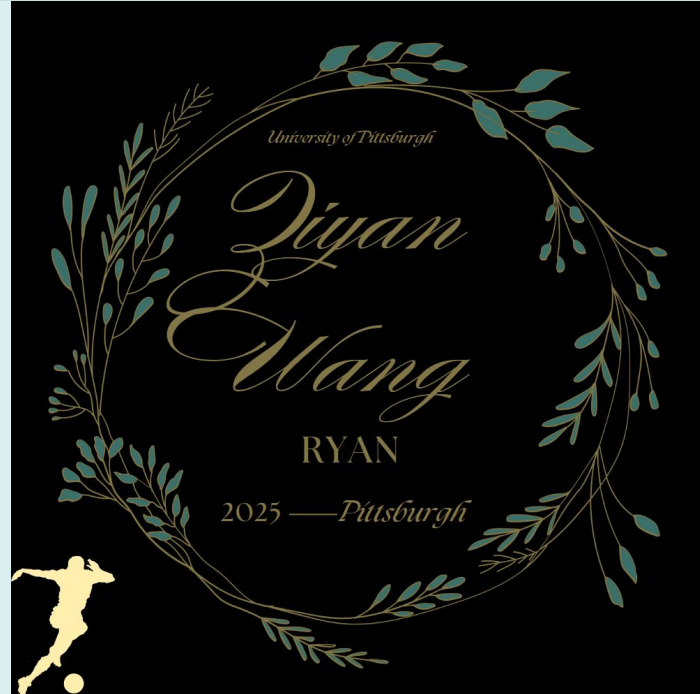
- details too small, hard to see, may add some other elements
- too many white background

Weakness all three: why all white background???

# Final Logo

After discussing the design with my friend, I made several changes. I expanded the logo for better clarity and incorporated the soccer element from Logo 2, as audience feedback indicated a strong preference for it.

To refresh the design, I moved away from the overused white background, which felt outdated and dull. Instead, I made a bold decision—switching to black for a more modern and striking look.



# Thank U !

Ends

Appendix:

Script:

<https://docs.google.com/document/d/194GXqOrXwzdrdDXPkQnJB00rCrvBfKmEh63C7U6ogd8/edit?tab=t.0>