

The **Impact** of Design Representation on the *Feedback*

Albatool, Jinda, Vinitha, Yash, Yixiang

CS565 Team **6**

Research Question



*Do different design
representations affect the
feedback obtained online?*

And how?

Methodology

Methodology

- Preliminary study on Designers to understand their
 - Design Process
 - Tendency to Share Online
 - Expectation on Feedback
- Survey existing designs sharing platforms
 - Identify different design representations
- Conduct an experiment on AMTurk to answer our research question

Study 1

Understanding Designers - Current Practices

Current Practices: **Methodology**

Questionnaire distributed in *AMT, Reddit, Facebook*

Topics include:

- **Demographic**
 - Design Area and Years of Experience
- **Design workflow**
 - Stages and their characteristics: *Significance Weights, Time, Effort, type of decisions made*
 - The method and frequency of capturing these stages
- **Post Designs Online**
 - What Stages to post, and Why
- **Online Feedback**
 - Expectations, and How they are used

Current Practices: Outcomes

- **Demographics**

- 53.3% Female, 30% Beginner, 34.3% Graphic Design Total : 31

- **Workflow**

- ~53.8% of the designers said that they saved different stages of the design
- Capture work at the end of each:
Process stage, Time duration (iteration, daily, weekly), Change in direction

- **Sharing**

- 58% post online for feedback (daily - ~12 months)
 - Out of those who post online, 53% said they only posted the final design
 - Out of those who post online, 15% said that they post all stages to get feedback
 - The rest of them either post initial and final designs, or just the initial ideas

- **Feedback**

- Improve the current design
- Improve their design skills
- Future work

Study 2

Survey of Design Representations

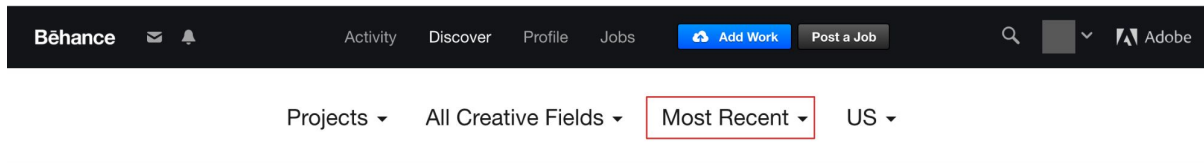
Survey of Design Representations: **Motivation**

- What do designers post online
 - Type of Information
 - Design stages
- Observe patterns and categorize them based on similarity



Survey of Design Representations: Methodology

- Manually curate and categorize designs from Reddit and Behance
- 400 Most recent designs (200 from Reddit and 200 from Behance)



reddit

Behance

Survey of Design Representations

Observations

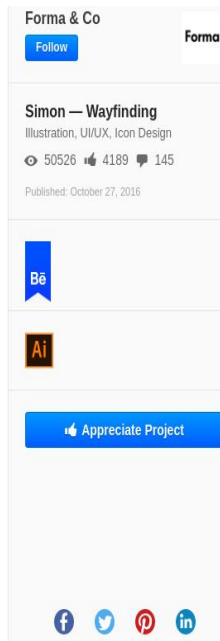
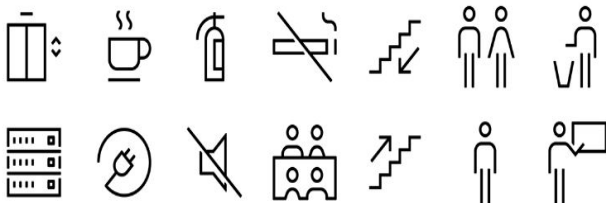
Designers Have a Style of Posting for Feedback

SIMON – WAYFINDING

Simon is the main manufacturer for small electrical material in Spain, focused on electric circuit's protection, domotics, lighting, voice and data connections, scoring and electronics.

They came to us coinciding with the centenary of the company and the refurbishment undergone in two floors of its headquarters, planned as meeting areas. We were asked to team up with Areazero 2.0, the interior design studio in charge of the refurbishment, and to adapt the identity we had already created for their corporate iconography system to the signaling of these two floors.

We developed the signaling system and pictograms for each room, and Simon specified that they should be printed on cut vinyl and work on a white wall, wood and glass.



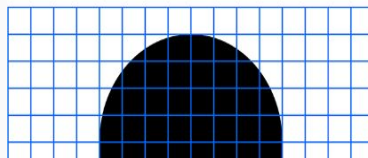
BEHANCE – ICONS

Owned by Adobe, Behance is a network of sites and services specializing in self-promotion, including consulting and online portfolio sites. It is the biggest creative network in the world, taking in people, companies, studios, agencies and schools from almost everywhere.

They commissioned us to redesign their 80+ icon family, the most important one being the 'appreciation' icon. This icon is the main interaction functionality between users, and it was clicked 51,615,229 times only in 2016.

The main requirement was to make the change transparent to users. The new icons needed to be easily read, highly functional, more coherent between them and work at all sizes.

The biggest challenge was to design all the icons in a 16x16 px grid, a necessary condition to make them work perfectly at smallest sizes.



Forma & Co

Follow

Behance — Icons

Illustration, Icon Design, UI/UX

5544 1000 39

Published: April 19, 2017

Appreciate Project



Miscellaneous: Observations

- Designer usually seek feedback when they want to confirm their decisions, focus on specific aspects of design
- Multiple platforms: Reddit - Behance, Imgur, Redpen.io
- They tend to use informal inquiries

⋮ Please tear my portfolio apart.



submitted 3 days ago by michaelcreates

1 comment share

self.design_critiques

⋮ Roast my site



submitted 3 days ago by DOSMasterrace

12 comments share

self.design_critiques

Survey of Design Representations: **Observations**

Observed Categories

- Final Design
- Ideation and Final Design
- Variations and Final Design
- Full Design Process
- Final design with zoomed parts
- Time lapse Video

Categories: Final Design



Services page - help appreciated (self.design_critiques)

submitted 7 days ago by eepzable

Hey, I know it needs something but I can't quite put my finger on it, I would love to hear your recommendations. Here are some screenshots <http://imgur.com/a/lgCbO>.

7 comments share



Categories: Ideation and Final Design



Streetwear logo, need wise words (self.design_critiques)

submitted 8 days ago by Schkywalker

Hello guys, I'm currently making my own streetwear brand and I'm in the process of making a logo, and I need your wise words on this one.

<http://imgur.com/gallery/bAK36>

I want to start by saying Adidas is a really big influence on me (see the three heads), I also love Greek mythology and dogs, hence the Cerberus. This logo is also made in memory of my dog which was dogo Argentino breed, that's why he's all white.

I'm open to all suggestions, thinking of making the middle head stand out a little but I don't really know how.

Thank you for your time!

12 comments share



Categories: Variations and Final Design



Has my design too much familiarity with the swastika? (self.design_critiques)

submitted 21 days ago by Glumored

[Link to image](#)

I made a basic layout for a logbook. Do the squares/lines form an unintended swastika?

I made a second design moving the borders to the corners, maybe that one is better.

9 comments share



Categories: Full Design Process



Need help fine tuning a high school hockey logo (self.design_critiques)

submitted 5 days ago by Everettart

I've been doing a few mock ups of a logo for my high school hockey team as we are most likely changing names next season and I am having trouble picking which aspects of each design to bring together. I started out with [this design](#) when I first heard about it earlier this year and although it wasn't my best, it was a quick rough draft of something I was planning to do in the future (but never did). Eventually after that I toyed around with some more concept variations of the eagle/name and eventually came to this [wierd chicken thing](#) which looked a lot better on paper but still has a certain look about it that I like but I was just never able to find the right color combinations to make it work (I'm working with 4 colors. Red, white, yellow, and black. No particular primary color.). Soon after that I landed on this concept of [an eagle claw carrying a hockey puck](#) which I think would look good if it were done by somebody with a bit more experience or if I took a little more time on the finer detailing. Eventually I landed on a logo that my coaches and teammates liked that is based off of the [Florida Panthers logo](#) but I kept thinking I could do better. Then over my spring break I put together [this mosh pit](#) of a few ideas I had in my sketchbook which I think turned out the best but still could look better but I'm not sure how, and I was hoping I could possibly get some professional (or close to it) opinions on how I could improve my work.

Note: I'm an 11th grade, self taught designer with 0 professional experience so any and all advice about the design process and marketing your work would be greatly appreciated. :)

4 comments share

Categories: Zoom Specific Parts

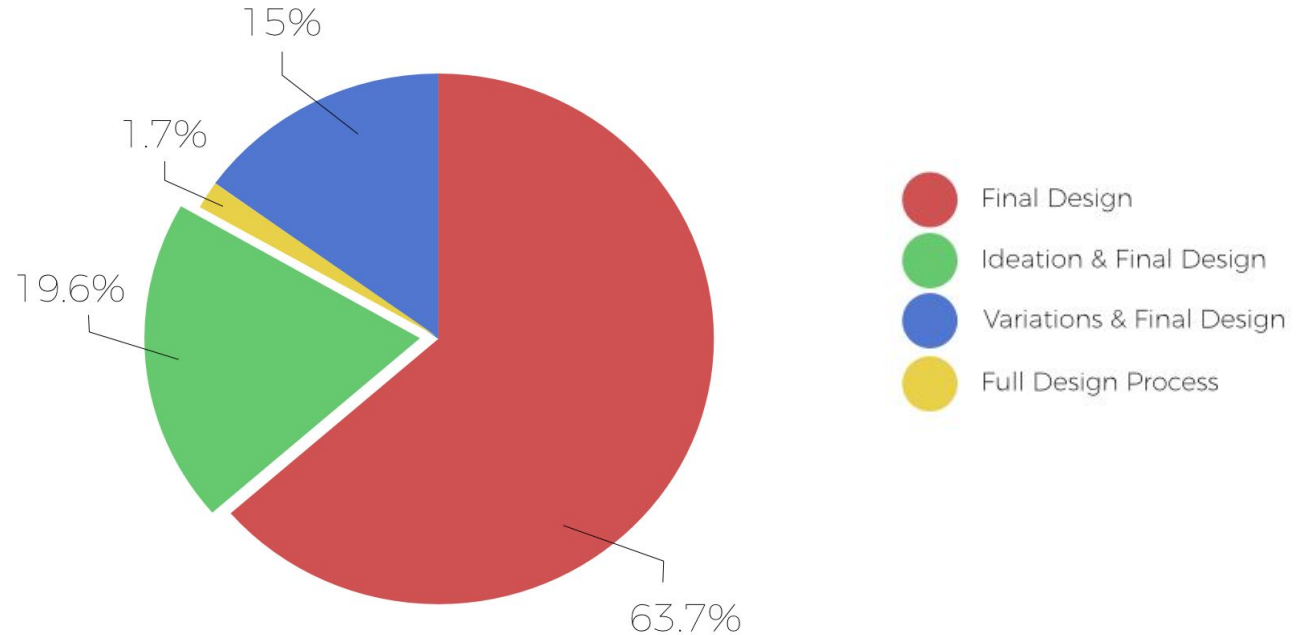


Categories: **Process Video**



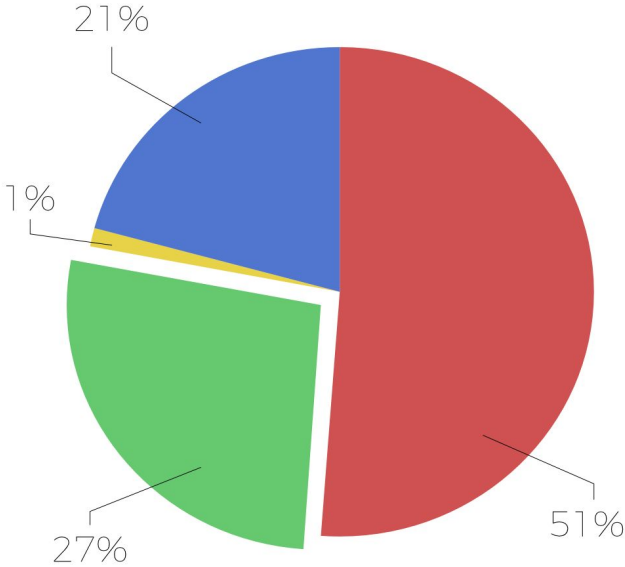
Survey of Design Representations: Observations

Distribution Categories



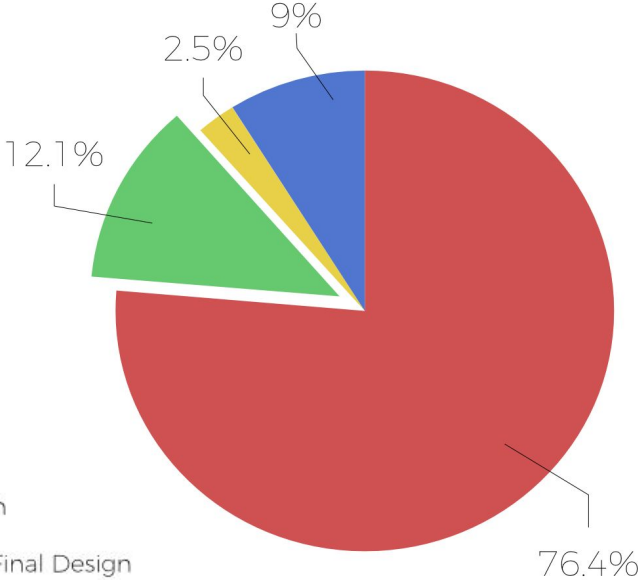
Behance vs Reddit

Distribution in Behance



3 days

Distribution in Reddit

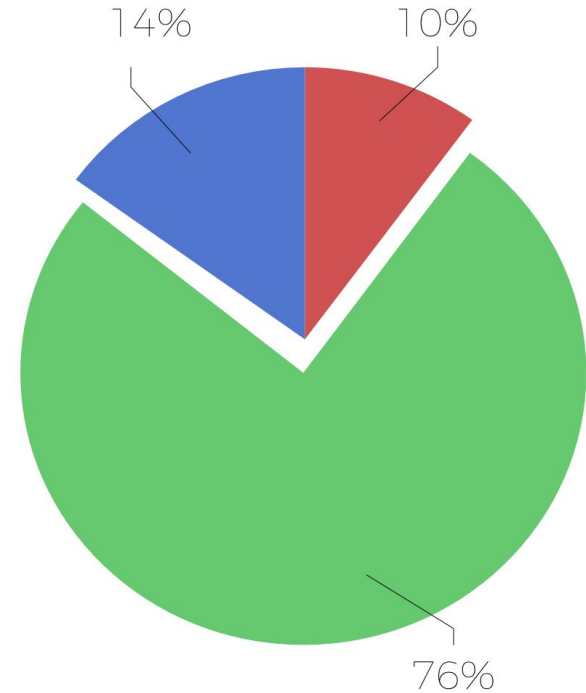


21 days

- Final Design
- Ideation & Final Design
- Variations & Final Design
- Full Design Process

Design Representations and Popularity

- Behance filters entries using - 'Most Discussed', 'Most Viewed', 'Most Liked'
- On evaluating the top 100 designs using the '**Most Discussed**' filter, we found that :



The Experiment Design

Conditions: Selected Representations

- **Final Design**
 - Baseline
- **Ideation and Final Design**
 - Reflect the context and **Ideation** phase in design process
- **Variations and Final Design**
 - Reflect **decision** making phase in design process
- **Full Design Process**
 - Reflect the journey and **progress** of the design from initial idea to the final design



Condition 1: Final Design



Reference Pictures

I collected some references such as the existing boards, food trucks, etc. for inspiration



Final Design

This is the final logo I created using the references

Condition 2: Ideation & Final Design Representation



Logo Iterations

Tried modifying the elements and the alphabet cases to create a variety of logos.



Final Design

I choose the blue color for my final Logo design

Condition 3: Variations & Final Design Representation



Reference Pictures

I collected some references such as the existing boards, food trucks, etc. for inspiration



Rough Designs

Looked some sign boards for food trucks to get inspiration and drew rough sketches



Design Samples

Decided on the color scheme and the elements and created some sample designs



Logo Iterations

Tried modifying the elements and the alphabet cases to create a variety of logos.



Final Design

Finalized the blue color and removed cluttering elements.

Condition 4: Full Design Process Representation

Experiment Design

- Between-participants Experiment
- 35 participants per condition
- Two Questions:
 - a. **Describe what you see:**
 - i. Purpose: Attention checker
 - ii. Not asked in the final design condition
 - b. **Provide feedback on my design in as much detail as possible**
- **Platform:** Amazon Mechanical Turk
- **Unique Turker Service:**
 - Ensure a worker only responds once
- **Reward:** \$0.45
- **Allotted time:** 25 mins

Feedback Evaluation Metric and Process: Rating

- The quality of the feedback is satisfying:
 - (1: strongly disagree) to (7: strongly agree)
- Three ratings per condition
- Datasets were anonymized (A,B,C,D) and randomized
- Order of rating was different for each rater
 - **Rater 1:** A, B, C
 - **Rater 2:** B, C, D
 - **Rater 3:** C, D, A
 - **Rater 4:** D, A, B

HIT Preview

Instructions (Click to expand)

Thank you for accepting this HIT!

Please follow these instructions:

- Have your MTurk workerID ready, it is needed to match your response with the HIT.
- Click on the link provided below.
- There will be two questions besides the workerID, submit your answers there, then return here and submit the HIT.
- The HIT will not be rewarded in case:
 - The answers are not provided or vague.
 - A previous HIT on logo design feedback was already submitted

Link:

<https://yagrawl.github.io/survey/1.html>

Once you are done from the website, write "done" below:

Submit



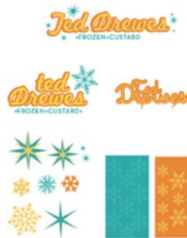
Reference Pictures

I collected some references such as the existing boards, food trucks, etc. for inspiration



Rough Designs

Looked some sign boards for food trucks to get inspiration and drew rough sketches



Design Samples

Decided on the color scheme and the elements and created some sample designs



Logo Iterations

Tried modifying the elements and the alphabet cases to create a variety of logos.



Final Design

Finalized the blue color and removed cluttering elements.

Feedback on my logo design

I am Brian Bailey, a freelance designer working currently on designing a logo for a frozen custard shop, Ted Drewes, in St. Louis, MO. In the link below, I have my design and I would like to have your feedback on it, which will be very helpful to me to review my work and submit it to my client. Feel free to write what you think, I am open to all feedback.

NEXT

Never submit passwords through Google Forms.

Analysis & Results

Attention Checker

We have analysed our attention checker responses:

- **Full Design Process:** 5 responses , 13.8%
- **Ideation:** 4 responses , 11%
- **Variations and Design:** 2 responses, 5.5%
- **Final Design:** 4 responses, 11%



ANOVA - Analysis of Variance on the Rating

Condition	Count	Sum of Score	Average Score	Variance
Full Design Process	35	103	2.95 🗨️	1.4585
Ideation & Final Design	35	112	3.2	1.3607
Variations & Final Design	35	113	3.22 👍	1.4168
Final Design	35	110	3.15	1.4271

There is no significant difference in the quality of feedback between the different representations

Final Design (Baseline)



Summarized review (*Gensim Summarizer* on 35 Reviews):

The font and design of the logo is very much appealing it remember some old US products, but the color of the logo has to be improved, if T for ted starts in capital it would be much better like D for Drewes.

TOPICS

1.00	Letter case
0.93	Typeface
0.91	Logo
0.87	Font
0.83	Emphasis (typography)
0.76	Writing
0.75	Ted Drewes
0.73	Communication design
0.69	Art media
0.66	Graphic design
0.64	Text
0.63	Typography
0.57	Communication
0.57	Latin alphabet
0.54	Ice cream

Ideation & Final Phase



Reference Pictures

I collected some references such as the existing boards, food trucks, etc. for inspiration



Final Design

This is the final logo I created using the references

Summarized review:

Perhaps "Ted Drewes" is known in the area as frozen custard, but I don't think that others who have never heard of it would immediately know what that is upon looking at your logo. I really like the color scheme of the final logo and having the name in blue rather than orange.

TOPICS

1.00	Font
0.98	Ted Drewes
0.87	Logo
0.79	Typeface
0.75	Howard Johnson's
0.69	Letter case
0.68	Writing
0.65	Typography
0.63	Ice cream
0.58	Italic type
0.54	Text
0.53	Diner
0.52	Frozen custard
0.52	Art media
0.52	Graphic design

Variations & Final Phase



Logo Iterations

Tried modifying the elements and the alphabet cases to create a variety of logos.



Final Design

I choose the blue color for my final Logo design

Summarized review:

I think keeping one of the snowflakes in your final design would have been even better for that extra flair, but the fresh, clean look of the final logo still works extreme

TOPICS

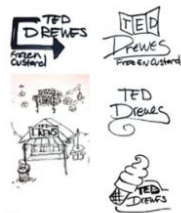
- 0.91 Snow
- 0.91 Logo
- 0.88 Color
- 0.81 Typeface
- 0.80 Letter case
- 0.80 Font
- 0.79 Ice cream
- 0.69 Ice
- 0.63 Art media
- 0.59 Ted Drewes
- 0.58 Graphic design
- 0.58 Writing
- 0.58 Frozen custard
- 0.56 Communication design
- 0.55 Communication
- 0.52 Culture
- 0.52 Brand
- 0.50 Cream

Full Design Process



Reference Pictures

I collected some references such as the existing boards, food trucks, etc. for inspiration



Rough Designs

Looked some sign boards for food trucks to get inspiration and drew rough sketches



Design Samples

Decided on the color scheme and the elements and created some sample designs



Logo Iterations

Tried modifying the elements and the alphabet cases to create a variety of logos.



Final Design

Finalized the blue color elements and removed cluttering elements.

Summarized review:

I really think that this fits well the color scheme is great I would not really touch much maybe make "Frozen Custard" a bit bigger or little bit better fitting font other than that maybe like some ice hanging down from the "Ted Drewes".

TOPICS

- 1.00 Letter case
- 1.00 Typeface
- 0.95 Font
- 0.94 Writing
- 0.88 Text
- 0.84 Logo
- 0.81 Typography
- 0.70 Latin alphabet
- 0.69 Communication design
- 0.67 Graphic design
- 0.64 Ted Drewes
- 0.63 Art media
- 0.62 Culture
- 0.61 Retro style

Analysis on the Length of Feedbacks

Condition	Datasets (Reviews)	Avg Length / Feedback (Word)	Median	Variance
Full Design Process	35	33.5	27	3864
Ideation & Final Design	35	28.5	28	2116
Variations & Final Design	35	43.4	26	9960
Final Design	35	35.2	33	2452

The length of feedback is significantly influenced by different type of design process representations.

Full Design Process

[illegible][illegible][illegible]

Discussion & Conclusion

On Design Representations

Final Design:

- More popular on Reddit than Behance

Ideation Phase and Final Design:

- Shorter feedback

Variations and Final Design:

- Longest Feedback, Best understood by crowd

Full Design Process:

- Diverse Feedback

On Design Representations

- Design representations serves different purposes:
 - **Sharing design experience:**
 - e.g: Full Design Process, Videos
 - **Seeking feedback:**
 - e.g, Final design, Variations of Final design

On Generated Feedbacks

- Different representations recieved similar quality of feedback
 - **Would different platforms have different results?**
- The more may not always the better
 - **Could showing the Full Design process have discouraged reviewers from being critical of the design?**
- Showing Variations of final design is design specific and prompts more detailed feedback

Q & A
