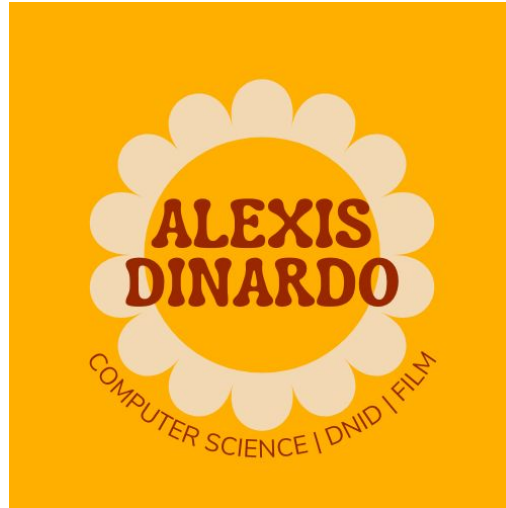


UX Design Study



Logo 1



Logo 2



Logo 3

Participant Bios

Participant 1: Female with a background in managing and creating graphics for Social Media; knows me very well

Participant 2: Male with an interest in digital design and background in Psychology; knows me very well

Participant 3: Female with an interest in interior design; knows me very well

Method

- Present a logo to participants and ask them a series of questions pertaining to their visceral, behavioral, and reflective reactions of the image
- Repeat these steps with two more logos, asking the same set of questions
- Finally, present all three logos and ask final set of questions
- Compile answers/results and adjust logos to create a final logo

Participant Insights/Data

Logo 1:

- generally found the initials with white shadow to be most compelling element

- were not motivated to contact an individual with this logo

Logo 2:

- found my name in center to stand out the most

- would be motivated to contact me and ask more about the bottom information

- enjoyed this logo more because had other information besides name

Logo 3:

- found this logo to be more simple and boring

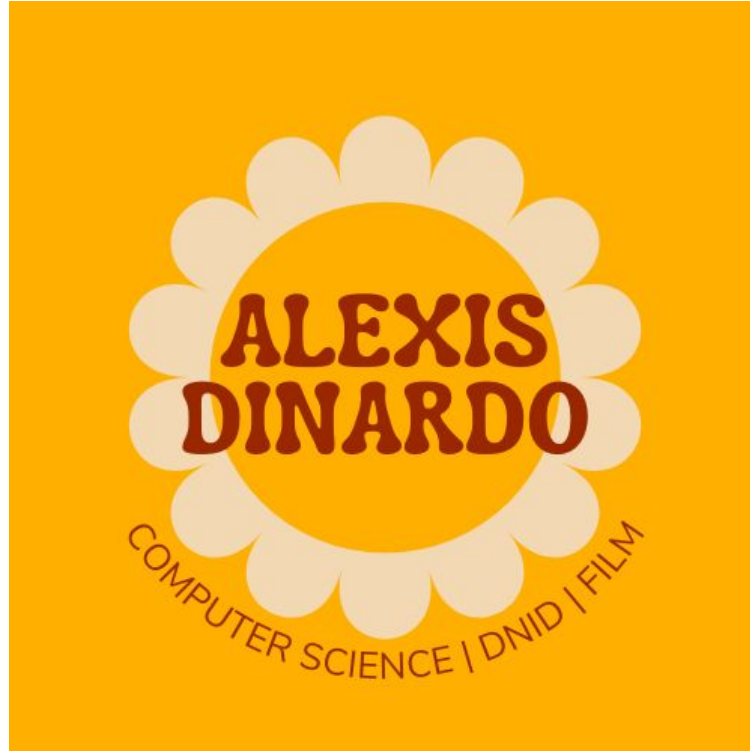
- liked the full image of the flower

Together:

- Participants generally found the colors bright and bold, representing a creative individual

- All favored to second logo

Final Logo



Appendix

Zoom Transcripts:

[Participant 1](#)

[Participant 2](#)

[Participant 3](#)

[Interview Questions](#)