



CALEB FINAMORE



PROJECT 3: UX DESIGN STUDY

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INTRODUCTION & METHODOLOGY



Study goals

Determine if any of the logos were considered superior to the others by the average user (note sample size).

1. Write a script

Create a list of questions to examine users' visceral, behavioural, and reflective reactions.

2. Test users

Conduct a series of interviews in a controlled environment (Zoom) using the script.

3. Analyze and conclude

Based on the results, choose a logo to move forward with, making any adjustments or revisions if needed.

TESTER INTRODUCTIONS

Tester #1



- 18 year old male, he/him
- From Andover, MA
- Sophomore at UMass Amherst
- Likes anime and Boston sports
- Friend from middle school

Tester #2



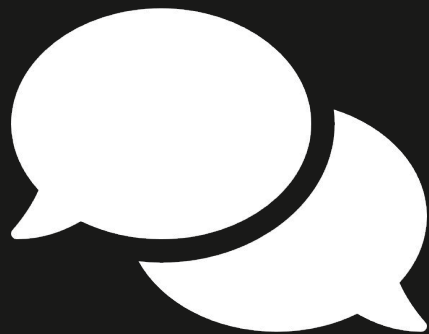
- 16 year old female, she/her
- From Alexandria, VA
- Junior at Bishop Ireton High School
- Likes playing sports and making TikToks
- Younger sister

Tester #3



- 19 year old male, he/him
- From Alexandria, VA
- Sophomore at UVA
- Likes hockey and music
- Friend from high school

TESTER FEEDBACK



ADOBE LOGO

Tester 1: Didn't like the color scheme and felt it was generic.

Tester 2: Didn't like the color scheme, but liked the "playful" vibe.

Tester 3: Felt the logo was bland and didn't really make him feel anything.

CANVA LOGO

Tester 1: Was bothered by the asymmetry of the star, questioned what the star and moon meant.

Tester 2: Enjoyed the star and moon design and said it felt professional, but felt it didn't represent a designer well.

Tester 3: Liked the star and moon and the pop of orange, but wasn't sure what it meant.

PERSONAL LOGO

Tester 1: Would be most likely to hire a designer with this logo. However, wasn't sure what the bird meant.

Tester 2: Said this design felt the most approachable and best represented a designer of the three.

Tester 3: Felt this logo best represented a designer, but wasn't sure what the bird meant.

FINAL LOGO



Why logo 3?

This was the only logo that wasn't disliked by any of our testers. Additionally, it was most often complimented as being the best representative of a designer.

Does it need to be revised?

This is unclear. While the data shows that the users were often unsure what the bird meant, it isn't clear if that uncertainty impacts their view of it in any way, either negatively or positively.

Additionally, it's unclear if (given more time to study it) the users would've found the hidden CF in the bird, or if that layer of meaning is poorly designed and needs to be more obvious.



APPENDIX



Testers 1 & 2 transcription:

https://docs.google.com/document/d/1cpLfBDB4uGQ8U5RuX_KTKOcVOMbT5jQ/edit?usp=sharing&oid=113173732024809480117&rtpof=true&sd=true

Tester 3 transcription:

<https://docs.google.com/document/d/1w6G8HfzWzxn32lnRML-an67Fb61GjodN/edit?usp=sharing&oid=113173732024809480117&rtpof=true&sd=true>

Script:

<https://docs.google.com/document/d/1CkUrv9qJ87UJYWxzkWpgcOnYHHCM3K7Q/edit?usp=sharing&oid=113173732024809480117&rtpof=true&sd=true>