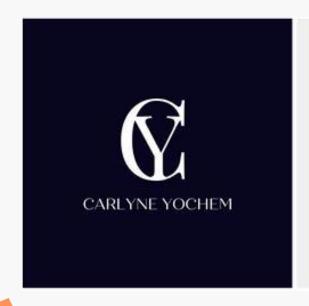
UX Study

By Carlyne Yochem









Introduction

- Purpose
 - O For this study, we used Norman's theory of three levels of processing
 - Visceral, behavioral, and reflective
 - UX Research
 - Method of research to help understand the users, develop solutions to users' needs, and needs of the business
 - Use these methods by conducting three interviews to revise my final logo

- Method
- O Write a script for the interview
- O Conduct and record three interviews
- O Take the data given to revise and create my final logo

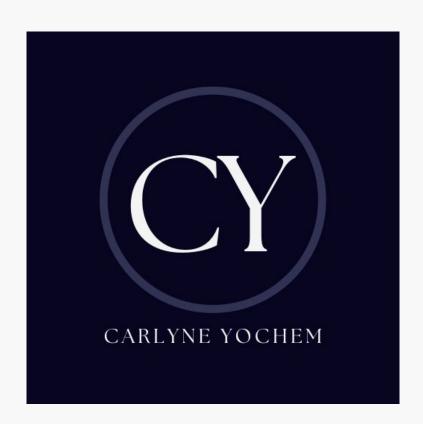
Participant Bios

- 20 year old male studying economics at Lafayette College
- 21 year old pre-med woman at Pitt
- 21 year old pre-dental woman at Pitt

Participant Insights

Participant 1	Participant 2	Participant 3
 Favorite was the white and blue Said that the 3rd design was too much Thought the first design looked like a luxury brand Would change the font and circle for their favorite 	 Favorite was the white and blue Preferred the dark colors over the white background Also thought the first design looked like a luxury brand Would change the background of their favorite to dark navy 	 Favorite was the third design Did not think the white design reflected my personality and looked immature Liked the darkness of the two designs better

Final Logo



Appendix

Questions

https://docs.google.com/document/d/1MDNoZ85HxRMvmil7fAiwTYia8i_24hkQOnz-v6UCSxE/edit?usp=sharing

Zoom Transcripts

 $\underline{\text{https://docs.google.com/document/d/1MDNoZ85HxRMvmil7fAiwTYia8i_24hkQOnz-v6UCSxE/edit?}}\\ \underline{\text{usp=sharing}}$

Thanks!