

UX Study

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Introduction

- Purpose
 - For this study, we used Norman's theory of three levels of processing
 - Visceral, behavioral, and reflective
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- 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
 - Write a script for the interview
 - Conduct and record three interviews
 - 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
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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/1MDNoZ85HxRMvmil7fAiwTYia8j_24hkQOonz-v6UCSxE/edit?usp=sharing

Zoom Transcripts

https://docs.google.com/document/d/1MDNoZ85HxRMvmil7fAiwTYia8j_24hkQOonz-v6UCSxE/edit?usp=sharing

The background is a light gray color. It is decorated with several large, bright green geometric shapes. In the top left, there is a small green arc. In the top center, there is a large green arc. In the bottom left, there is a large green arc. In the bottom center, there is a large green arc. On the right side, there are two green circles of different sizes, a large green 'T' shape, and a green line segment. The word 'Thanks!' is written in a bold, black, sans-serif font. It is underlined with a thick black line. There is a small black square to the right of the underline.

Thanks!