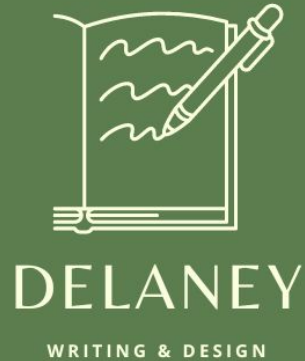


UX Design Study

Delaney Rauscher Adams



Method

- Create 3 logos aimed to represent me.
- Show each logo one at a time to three participants and ask them specific questions to give me insight about the designs.
- Display all 3 logos at once and ask a set of questions designed to compare the three.
- This process will lead to a clearer understanding of what is attractive/less desirable to the participants so that I can modify the final logo in the most intentional way.

Participant Bios

Participant 1: First user is a 19 year old male, marketing major at the University of Pittsburgh, interested in fashion and business.

Participant 2: Second user is a 19 year old female, environmental science major at the University of Pittsburgh, interested in art.

Participant 3: Third user is a 19 year old male, biology major at the University of Pittsburgh.

Participant Feedback

Participant #1

Logo #1: Enjoyed the color palette and font, thought the graphic should be smaller.

Logo #2: Did not enjoy this logo at all, thought the colors were unattractive and the font was not appealing.

Logo #3: Found this logo pleasant, liked the color and the graphic, but thought the font could be more bold.

Participant #2

Logo #1: Liked this logo the best, really enjoyed the color palette.

Logo #2: Did not find this logo appealing, liked the font but thought the color palette wasn't pleasing.

Logo #3: Enjoyed this logo's color scheme and graphic, felt as though it was impersonal and as if it didn't represent me.

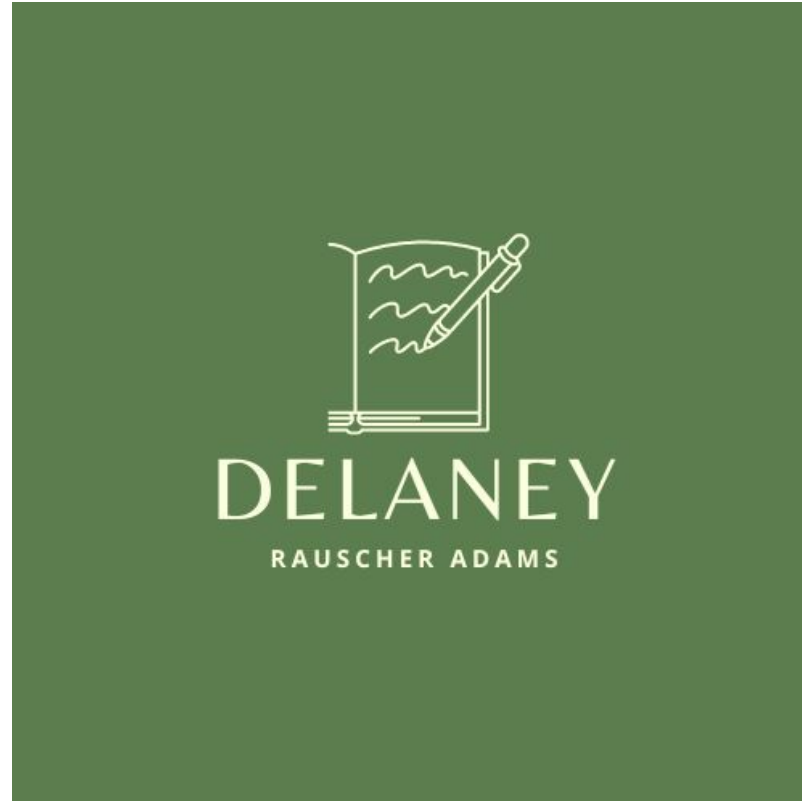
Participant #3

Logo #1: Enjoyed this a lot, thought the color scheme and off white text was attractive, liked font.

Logo #2: Not as interested in this logo or the colors, but thought the graphic was good.

Logo #3: Liked the bright color scheme and graphic, but did not think it represented me personally or professionally.

Final Logo



Appendix

Link to interview questions: [UX design study interview questions](#)

Link to participant #1 transcript: [Participant 1 Interview](#)

Link to participant #2 transcript: [Participant 2 Interview](#)

Link to participant #3 transcript: [Participant 3 Interview](#)