

UX Design Study: Branding

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Method

- Create 2 mission statements, names, color palettes, and fonts.
- Show each set at a time and ask them specific questions to give me insight about the designs.
- Then display them together and ask questions to compare them.
- This process will lead to a clearer understanding of what is attractive/less desirable to the participants so that I can modify the brand intentionally.

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.

Mission Statements

- A. Our mission is to inspire fans to share their opinions and create a community of connected music consumers.
- B. Our mission is to establish a space for fans to convene to interact and review art in a social platform.

Participant Feedback

Participant #1

Mission Statement #1:
Liked the first mission statement the best.
Enjoyed the phrasing “connected music consumers”.

Mission Statement #2: felt as though this statement was more vague and less clear about what exactly the company is.

Participant #2

Mission Statement #1: Felt like “consumer” was a little impersonal though it does exhibit the goals of the company.

Mission Statement #2: Thinks this statement is better at drawing in a user.

Participant #3

Mission Statement #1:
Liked this one the best and felt like it was inclusive and makes them feel involved.

Mission Statement #2:
Thought it was a little confusing about the goals of the company.

Names

A. The Enthusiast

B. Fanmade

Participant Feedback

Participant #1

Name #1: Thought the first name was intriguing as to what kind of enthusiast it is referring to

Name #2: Liked this name more because it was more concise which is more conducive to a social media platform.

Participant #2

Name #1: Thinks it is confusing but gives off a positive vibe to the company

Name #2: Likes how the name centers the user or the “fan”. Thinks this is better.

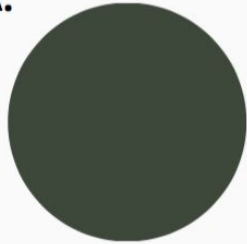
Participant #3

Name #1: Feels like this name is a little too formal.

Name #2: Doesn't like this name either and doesn't think it represents the company.

Color samples

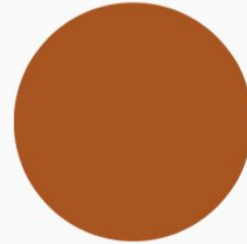
A.



#40473B

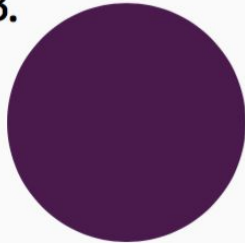


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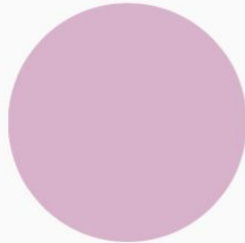


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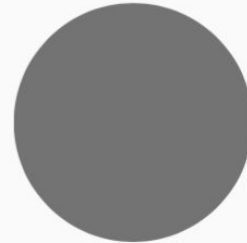
B.



#44244D



#D1B5CA



#737373

Participant Feedback

Participant #1

Colors #1: Liked how this palette was comforting and warm. Appreciates earth tones. Likes this more.

Colors #2: Does not like the darker colors particularly the gray color.

Participant #2

Colors #1: Likes this palette best, thinks it is reminiscent of fall and is calming.

Colors #2: Enjoyed this color palette but thought the gray was out of place.

Participant #3

Colors #1: Likes these colors, thinks they are earthy and peaceful and have a nice balance between too professional and not too professional.

Colors #2: Thought it was adolescent but cute, liked these better.

Fonts

Montserrat
Extra Bold

Montserrat

League Gothic

Montserrat Extra-Light

Participant Feedback

Participant #1

Fonts #1: Thinks these fonts are appealing and professional, would choose this set.

Fonts #2: Did not like the fonts together and particularly did not like Montserrat extra light.

Participant #2

Fonts #1: Thinks these fonts are not basic and would be a good choice for the brand.

Fonts #2: Felt as though they weren't unique and are trying to hard.

Participant #3

Fonts #1: Likes these together and thinks it is professional and uniform but not too formal.

Fonts #2: Does not think these two fonts work together well.

Logos



Participant Feedback

Participant #1

Logo #1: Likes this logo but does not like the pattern in the letters and feels like the design looks older.

Logo #2: Really likes the color and the tagline.

Participant #2

Logo #1: Thought the logo looked professional but maybe to professional considering the brand.

Logo #2: Seemed “fun, vibrant, and exciting”, picked this logo.

Participant #3

Logo #1: Doesn't like the pattern letters, doesn't think. Likes the simplicity of it.

Logo #2: Doesn't like these patterns either, thinks it doesn't represent the brand.

Final Logo



Mission Statement: Our mission is to inspire fans to share their opinions and create a community of connected music consumers.

Name: The Enthusiast

Color Palette: Green and burnt orange (chose a green palette for logo, could be changed for different platforms)

Font: Chose something completely different because I wanted to add a pattern in the lettering. However, for other branding endeavors I would use Montserrat.

Appendix

Link to interview questions: [Testing Script](#)

Link to participant #1 responses: [Participant #1 Responses](#)

Link to participant #2 responses: [Participant #2 Responses](#)

Link to participant #3 responses: [Participant #3 Responses](#)

** With everyone's finals schedules it was hard to coordinate actual interview times, so I sent them the questions with images attached so they could fill the answers out on their own time.