

## Ownpass logo survey data analysis - question 1 raw data

Participant	Word 1	Word 2	Word 3	Word 4	Word 5
1	sunrise	sunset	sun-on-horizon	sun-over-the-ocean	saddle -bag?
2	Half-full	Not-finished	Basket	Baby-crib	Not-sure
3	Lock	Security	Safety	safeguarding	blank
4	Circle	blank	blank	blank	blank
5	Sunset	Rainbow	Contrast	Lock	Purse
6	Sunrise	Kinder-egg	Pacman	C.D	Basket
7	Round-lock	Sunset	Earth-core	A-hat-in-the-middle-of-a-circl	Safety
8	idea	key	sun	circle	blank
9	padlock	security	locked	safe	secure
10	horizon	sun	landscape	round	circle
11	Hinge	Weeble	Confusing	blank	blank
12	Traffic-signal	Circle	Semicircle	Sunset	Basket
13	Sea	Sun	circle	blank	blank
14	sunrise	half-on	blank	blank	blank
15	Padlock	Earth	Sunrise	Pokeball	Eye
16	sea	circular	sign	blank	blank
17	pokemon-ball	basket	circle-with-a-bit-	round	wtf
18	round	half-moon	lock	semi-circle	neat
19	Sleep-mode	Half-on-half-off	Click-here-for-vi	blank	blank
20	Basket	Egg	Sunrise	Sunset	O
21	Sunset	Circle	Egg	Basket	Kettlebell
22	Lock	Security	Circle	Indigo	Pokemon-Go
23	Sunset	Washing-Machi	Bag	Sunrise	blank
24	water	bridge	circle	swimming	padlock
25	basket	padlock	big-mouth	leftover-Obama-logo-from-2	blank
26	circular	tunnel arch	cover	waterway	blank
27	open	sun	rainbow	lock	container

## Ownpass logo survey data analysis - question 1 raw data

28	obama	sunrise	power-on	morning	window
29	basket	padlock	sunrise	sunset	blank
30	sunrise	nope-ive-got-no	blank	blank	blank

## Ownpass logo survey data analysis - question 1 analysis

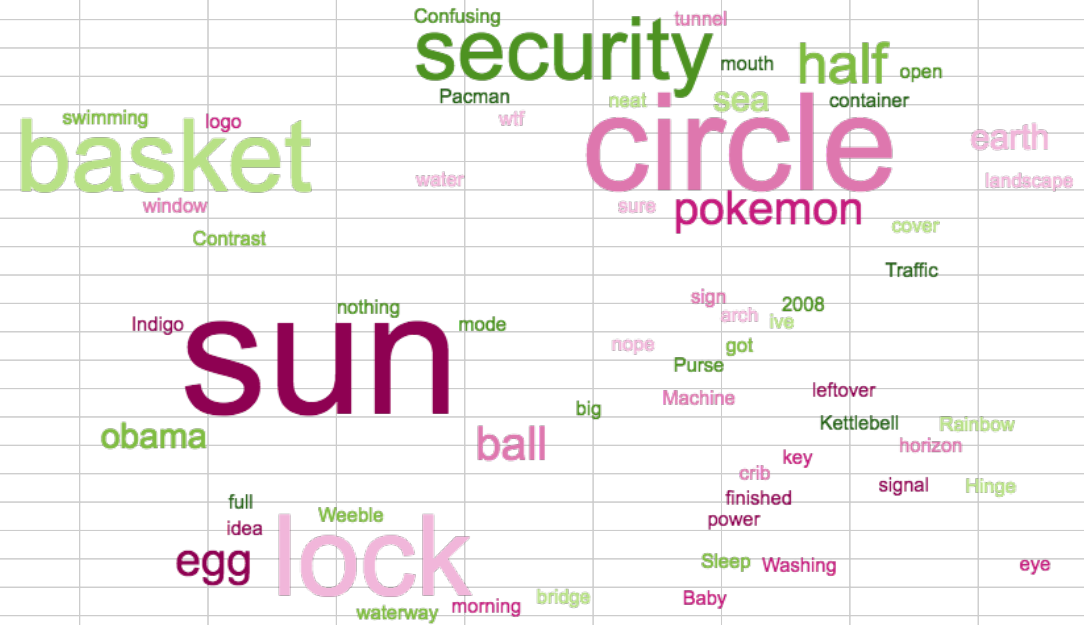
Participant	Word 1	Word 2	Word 3	Word 4	Word 5			
1	sun	sun	sun	sun	basket			
2	Half-full	Not-finished	basket	Baby-crib	Not-sure			
3	lock	security	security	security				
4	circle							
5	sun	Rainbow	Contrast	lock	Purse			
6	sun	egg	Pacman	C.D	basket			
7	lock	sun	earth	circle	security			
8	idea	key	sun	circle				
9	lock	security	lock	security	security			
10	horizon	sun	landscape	circle	circle			
11	Hinge	Weeble	Confusing					
12	Traffic-signal	circle	circle	sun	basket			
13	Sea	sun	circle					
14	sun	half-on						
15	lock	earth	sun	pokemon-ball	eye			
16	sea	circle	sign					
17	pokemon-ball	basket	circle	circle	wtf			
18	circle	sun	lock	circle	neat			
19	Sleep-mode	Half-on-half-off	sun					
20	basket	egg	sun	sun	O			
21	sun	circle	egg	basket	Kettlebell			
22	lock	security	circle	Indigo	pokemon-ball			
23	sun	Washing-Machi	basket	sun				
24	water	bridge	circle	swimming	lock			
25	basket	lock	big-mouth	leftover-Obama				
26	circle	tunnel arch	cover	waterway				
27	open	sun	sun	lock	container			

## Ownpass logo survey data analysis - question 1 analysis

28	obama	sun	power-on	morning	window			
29	basket	lock	sun	sun				
30	sun	nope-ive-got-no						
	sun=sun=sun=sun-on-the-ocean=sun-on-the-horizon=half-moon=Click-here-for-views-of-the-land-of-the-rising-sun=rainbow							
	security=Security=Secure=security=securityty=securityguarding							
	Pokemon-ball=pokeball=pokemon-go							
	circle=circular=semicircle=A-hat-in-the-middle-of-a-circle=round							
	basket=Basket=bag=saddle bag							
	egg=Egg=kinder egg							
	lock=padlock=Lock=Padlock=Locked							
	eye=Eye=							
	earth=earth-core							

# Ownpass logo survey data analysis - question 1 cleaned data

Participant	Word 1	Word 2	Word 3	Word 4	Word 5														
1	sun	sun	sun	sun	basket														
2	Half-full	Not-finished	basket	Baby-crib	Not-sure														
3	lock	security	security	security															
4	circle																		
5	sun	Rainbow	Contrast	lock	Purse														
6	sun	egg	Pacman	C.D	basket														
7	lock	sun	earth	circle	security														
8	idea	key	sun	circle															
9	lock	security	lock	security	security														
10	horizon	sun	landscape	circle	circle														
11	Hinge	Weeble	Confusing																
12	Traffic-signal	circle	circle	sun	basket														
13	Sea	sun	circle																
14	sun	half-on																	
15	lock	earth	sun	pokemon-ball	eye														
16	sea	circle	sign																
17	pokemon-ball	basket	circle	circle	wtf														
18	circle	sun	lock	circle	neat														
19	Sleep-mode	Half-on-half-off	sun																
20	basket	egg	sun	sun	O														
21	sun	circle	egg	basket	Kettlebell														
22	lock	security	circle	Indigo	pokemon-ball														
23	sun	Washing-Machi	basket	sun															
24	water	bridge	circle	swimming	lock														
25	basket	lock	big-mouth	leftover-Obama															
26	circle	tunnel arch	cover	waterway															
27	open	sun	sun	lock	container														
28	obama	sun	power-on	morning	window														
29	basket	lock	sun	sun															
30	sun	nope-ive-got-no																	
sun=sun=sun=sun-on-the-ocean=sun-on-the-horizon=half-moon=Click-here-for-views-of-the-land-of-the-rising-sun=rainbow																			
security=Security=Secure=security=securityty=securityguarding																			
Pokemon-ball=pokeball=pokemon-go																			
circle=circular=semicircle=A-hat-in-the-middle-of-a-circle=round																			
basket=Basket=bag=saddle bag																			
egg=Egg=kinder egg																			
lock=padlock=Lock=Padlock=Locked																			
eye=Eye=																			
earth=earth-core																			
earth=earth-core																			



## Ownpass logo survey data analysis - question 2 raw data

Participant	Word 1	Word 2	Word 3	Word 4	Word 5	
1	blank	blank	blank	blank	blank	
2	key	key-idea	open	not-sure	not-sure	
3	key	lock	solution	many-solutions	blank	
4	key	secret	special	master	blank	
5	new-key	security	asterisk	keystore-(sound	activate-key	
6	sun-key?	alarm?	?	?	?	
7	locksmith	sunflower	record-label-log	key	sun	
8	circle	sun	dawn	lock	blank	
9	key	secure	locked	safe	sunny	
10	key	open	integral	unique	sun	
11	skeleton-key	idea	tech-sun	blank	blank	
12	key	sun	blank	blank	blank	
13	sun	key	idea	blank	blank	
14	key	new-key	this-key	lock	blank	
15	key	idea	solution	unlock	keychain	
16	key	highlighted	glowing	blank	blank	
17	key	star	table-and-chairs	blue	round	
18	lightbulb	key	sunshine	lock	secure	
19	blank	blank	blank	blank	blank	
20	lightbulb	key	power	rays	inspiration	
21	cog	key	machine	sunshine	lightbulb	
22	sunflower	key	indigo	unclear	not-pokemon-go	
23	idea	secure	key	lock	powerful	
24	key	light	tool	open	lightbulb	
25	electricity	keyhole	internet	sunbeds	bank	
26	key	solutions	directions	ideas	bright	
27	key	lightbulb	shine	sun	idea	

## Ownpass logo survey data analysis - question 2 raw data

28	turn-key	new	open	walmart	apartment	
29	the-key!	key-to-knowledge				
30	something-som	blank	blank	blank	blank	

# Ownpass logo survey data analysis - question 2 analysis

Participant	Word 1	Word 2	Word 3	Word 4	Word 5	
1	key	idea	open	not-sure	not-sure	
2	key	lock	idea	idea		
3	key	secret	special	master		
4	key	secure	asterisk	keystore-(sound	key	
5	key?	alarm?	?	?	?	
6	lock	sunflower	record-label-log	key	sun	
7	circle	sun	sun	lock		
8	key	secure	lock	safe	sun	
9	key	open	integral	unique	sun	
10	key	idea	sun			
11	key	sun				
12	sun	key	idea			
13	key	key	key	lock		
14	key	idea	idea	lock	key-store	
15	key	highlighted	glowing			
16	key	star	table-and-chairs	blue	round	
17	lightbulb	key	sun	lock	secure	
18						
19	lightbulb	key	power	sun	idea	
20	cog	key	machine	sun	lightbulb	
21	sunflower	key	indigo	unclear	not-pokemon-go	
22	idea	secure	key	lock	power	
23	key	light	tool	open	lightbulb	
24	electricity	keyhole	internet	sunbeds	bank	
25	key	idea	directions	ideas	lightbulb	
26	key	lightbulb	sun	sun	idea	
27	key	new	open	walmart	apartment	



## Ownpass logo survey data analysis - question 2 analysis

28	key	idea				
29	something-som					
30						
	lock=Lock=unlock=locked=locksmith					
	sun=sunny=sunshine=shine=dawn=tech-sun=rays					
	idea=key-idea=solution=many solutions=inspiration=key-to-knowledge					
	lightbulb=light=bright					
	key=new-key=the-key!=this-key=sun-key=skeleton-key=skeleton-key=turn-key					
	key-store=key-store					
	secure=security					
	power=powerful					

## Ownpass logo survey data analysis - question 2 cleaned data

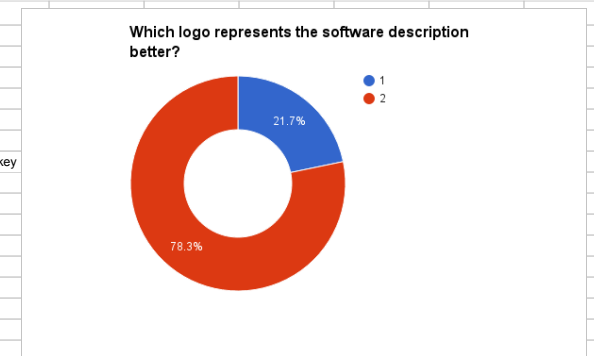
Participant	Word 1	Word 2	Word 3	Word 4	Word 5
1	key	idea	open	not-sure	not-sure
2	key	lock	idea	idea	
3	key	secret	special	master	
4	key	secure	asterisk	keystore-(sound)	key
5	key	alarm?	?	?	?
6	lock	sunflower	record-label-log	key	sun
7	circle	sun	sun	lock	
8	key	secure	lock	safe	sun
9	key	open	integral	unique	sun
10	key	idea	sun		
11	key	sun			
12	sun	key	idea		
13	key	key	key	lock	
14	key	idea	idea	lock	key-store
15	key	highlighted	glowing		
16	key	star	table-and-chairs	blue	round
17	lightbulb	key	sun	lock	secure
18					
19	lightbulb	key	power	sun	idea
20	cog	key	machine	sun	lightbulb
21	sunflower	key	indigo	unclear	not-pokemon-go
22	idea	secure	key	lock	power
23	key	light	tool	open	lightbulb
24	electricity	keyhole	internet	sunbeds	bank
25	key	idea	directions	ideas	lightbulb
26	key	lightbulb	sun	sun	idea
27	key	new	open	walmart	apartment
28	key	idea			
29	key				
30					
	lock=Lock=unlock=locked=locksmith				
	sun=sunny=sunshine=shine=dawn=tech-sun=rays				
	idea=key-idea=solution=many solutions=inspiration=key-to-knowledge				
	lightbulb=light=bright				
	key=new-key=the-key!=this-key=sun-key=skeleton-key=skeleton-key=turn-key=key?=something-something-key				
	key-store=key-store				
	secure=security				
	power=powerful				

## Ownpass logo survey data analysis - compare 1 vs 2

Participant	Logo preference	Reasons
1	blank	
2	2	The first one does not look like a lock. I had to stop and think hard for both or them, and I'm still not sure everyone would understand.
3	1	A key make me also Think of solutions. I want my passwords to be secure and i get association from option 1
4	2	The first logo means absolutely nothing me.
5	2	The first is too ambiguous; it doesn't look enough like a lock.
6	2	Key had something to do with security
7	1	It works in the context as a lock, but if you only show me the logo i wouldn't really think locking, it need to look more like a safe's lock - the second just not good example for logo, too much detail, it would be better just have a key
8	1	option 2 doesn't look like a lock
9	1	I already associate padlocks with online security moreso that I do keys.
10	2	It has a key which cannot be mistaken for anything else.
11	2	Really couldn't make an association with the first one until I read the explanation. A minor preference of 2 over 1.
12	2	It represents the key to open the program
13	2	The key associates it with password related software. In comparison the other logo could be applied to just about anything
14	2	it shows a key and therefore security and stuff
15	1	Immediately saw a padlock. Feels more solid and secure than the second.
16	2	I didn't realise option 1 was a lock. Option 2 is definitely a key.
17	2	because the padlock logo didn't look like a padlock immediately. the option 2 is definitely a key, whereas the option 1 is not definitely a padlock.
18	1	It's simple and it looks more like an O for Ownpass... the lock symbol is quite subtle but I like it for that reason
19		
20	2	The key that unlocks everything.
21	2	The first one has nothing to do with passwords or security. The second one is more obvious that it's about keeping something safe.
22	2	Neither, but the key symbol in option 2 is less vague than option 1.
23	2	Because it contains a key signifying security
24	1	Because I see the logo as something that it's closed and I think the passport manager has to be something "closed" for the user. (It's difficult for me to explain in english....)
25	1	the big personal padlock
26	2	The first option suggests a closed item whereas the second suggests the key to opening up something and showing the way to other items or directions. To me this would indicate in this situation that my password wS the key to finding the others.
27	1	It resembles a padlock and implies security, protection, safety. The second option tends more toward dissemination.
28	2	The key
29	1	looks more like a lock to me...option 2 is kind of ambiguous....
30	2	it doesn't

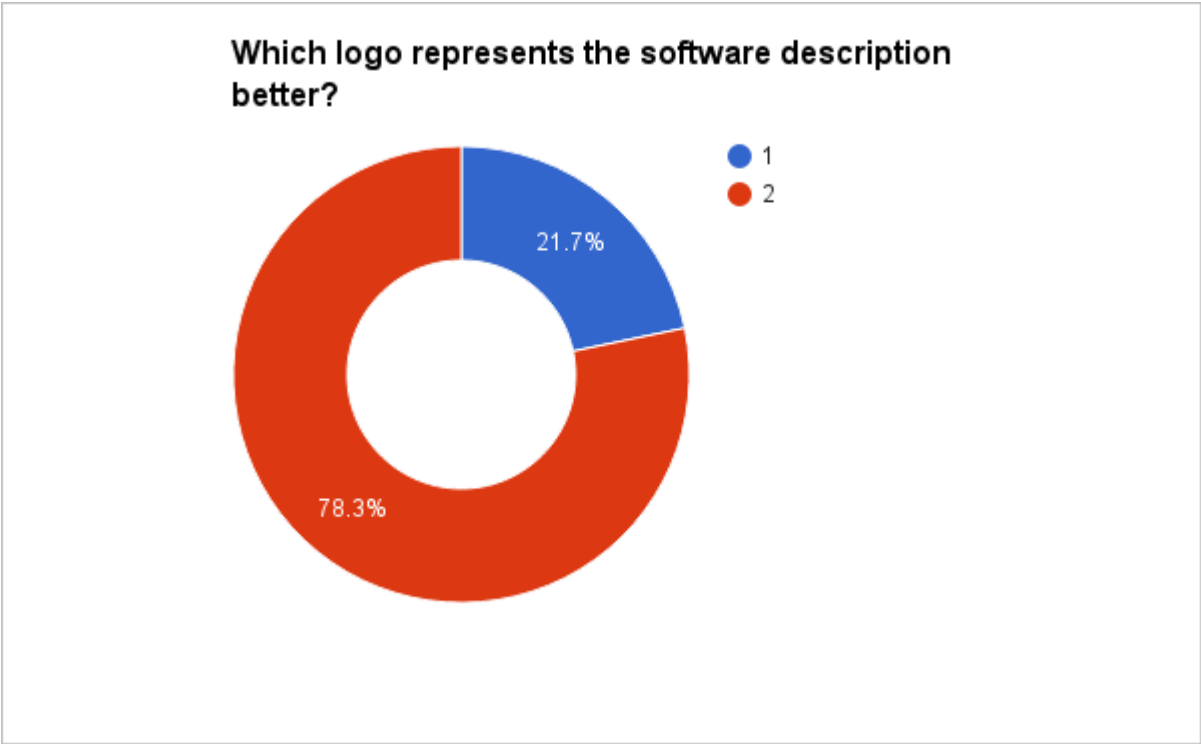
Which logo represents the software description better?

Option	Percentage
1	21.7%
2	78.3%



Ownpass logo survey data analysis - compare 1 vs 2 - Pivot Table 2

		0
1		10
2		36
Grand Total		46



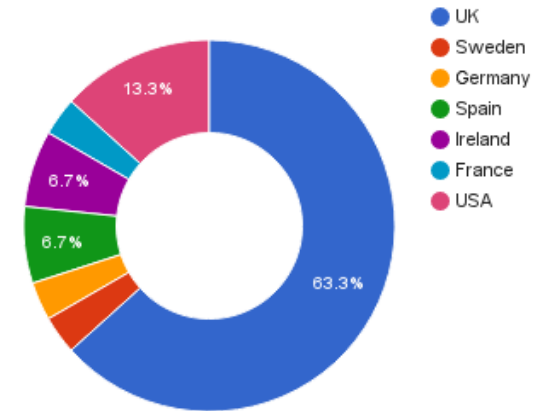
## Ownpass logo survey data analysis - geo location of respondents

### Geographical spread of respondents, by city (where identifiable) and country

(Identification of location is based on IP address. NB: IP address may not be relied on fully as representative of location due to how Internet traffic is routed)

Respondent	City	Country	Was survey completed?
1	London	UK	incomplete
2	London	UK	complete
3	Stockholm	Sweden	complete
4	London	UK	complete
5		Germany	complete
6	London	UK	incomplete
7	London	UK	incomplete
8	London	UK	complete
9	Kent	UK	complete
10	London	UK	complete
11	London	UK	complete
12	Madrid	Spain	complete
13	Plymouth	UK	complete
14	Plymouth	UK	complete
15	Dublin	Ireland	complete
16	Dublin	Ireland	complete
17		UK	complete
18	London	UK	complete
19		UK	incomplete
20		France	incomplete
21	London	UK	complete
22		UK	complete
23	Leicestershire	UK	incomplete
24	Pamplona	Spain	complete
25	New Mexico	USA	complete
26	Surrey	UK	complete
27	Baltimore	USA	complete
28	Tampa Florida	USA	complete
29	Tucson, Texas	USA	complete

% of respondents by country



Ownpass logo survey data analysis - geo location of respondents

30	London	UK	incomplete					
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