Research - Project X

Survey Results

To understand how potential customers perceive my brand *Flowerish* and its design direction, I conducted a survey with a total of 12 participants. Here are the questions asked and what insight i learned from it:

1. **How appealing do you find the '70s-inspired aesthetic for a floral brand?**
   - Extremely appealing: 7 responses
   - Somewhat appealing: 3 responses
   - Neutral: 1 response
   - Not very appealing: 1 response
   - Not at all appealing: 0 responses
2. **Which color palette do you find most appealing for a floral brand?**
   - Warm tones (e.g., mustard yellows, burnt oranges): 9 responses
   - Pastel tones (e.g., soft pinks, baby blues): 4 responses
   - Cool tones (e.g., teals, greens): 3 responses
   - Neutral tones (e.g., whites, beiges): 5 responses
3. **Does the tagline "Where happiness blossoms" resonate with you?**
   - Yes, it's perfect: 7 responses
   - Somewhat, but could be improved: 4 responses
   - No, it doesn't resonate: 1 response
4. **How likely are you to purchase from a brand like *Flowerish*?**
   - Very likely: 6 responses
   - Somewhat likely: 4 responses
   - Neutral: 1 response
   - Unlikely: 1 response
   - Very unlikely: 0 responses

These insights validated my design direction and provided valuable feedback for refining the brand's aesthetic and messaging further.