



UX Design Study

Lola Hodgins
Integrating Writing and Design



Logo Design Concepts

LOLA
UNPROFESSIONALLY FUNNY.

A



Lola Hodgins

B



LOLA HODGINS

Community is the Key

C

What is UX Design?

User experience (UX) design is when the procedure of creating a product is centered around the consumer's interaction with the product.

UX design requires **research** so the final product can create as meaningful of an experience as possible. This usually includes interviewing voluntary participants about their thoughts on the product.

Participants

Person A - Caroline

20 years old
Woman

Chemistry &
Neuroscience

Person B - Lia

21 years old
Woman

Rehabilitation Science

Person C - Jenna

20 years old
Woman

Urban Studies,
Studio Art &
Sustainability

Participants thoughts:

Person A - Caroline

- ❑ Key words: "calming" & "comforting."
- ❑ Subscript on Logo A was too small.
- ❑ Logo B's icon was misleading.
- ❑ Said Logo C was "fun."

Person B - Lia

- ❑ Key word: "professional."
- ❑ Enjoyed overall color palette.
- ❑ Subscript on Logo A was too small.
- ❑ Doesn't enjoy mixed fonts.

Person C - Jenna

- ❑ Was a bit frazzled, answers not very clear.
- ❑ Enjoyed color palette.
- ❑ Subscript on Logo A was too small.
- ❑ Was confused by Logo C.

Final Logo Design



Things I kept:

- ❑ Color palette.
- ❑ “Professional” font from Logo B.

Things I changed:

- ❑ Got rid of any tagline/phrase.
- ❑ Changed icon to represent a denser urban space.
- ❑ Framed both my name and icon together to present them as a unit.

Appendix

[Link to Interview Script](#)

Screenshots of transcripts on next slides.

Transcript for Participant A

Transcription for CAROLINEEEEE.M4a

LPH: Thank you for agreeing to participate in the UX research project will look at three logo designs and I'll ask you questions totally gather data about the effectiveness of this designs. I am conducting this interview under the instruction of professor Stephen Quigley in his integrating writing in design course at the University of Pittsburgh, I will read record this interview for the purposes of generating a transcript. I will delete your recording after the transcript is completed. Do you have any questions and do you agree to the terms?

Participant A: no oh yeah, no questions and I agree to the terms.

LPH: I got some logos now I only get this one first so this is a logo a which represents a young woman looking for a career in comedy. What is your initial reaction in one word?

Participant A: pleasure.

LPH: OK all right all right I'm happy to hear that. If this logo were connected to a link, would you want to learn more?

Participant A: yes.

LPH: what would you change about this design?

Participant A: maybe make the bottom part bigger.

LPH: what characteristics would you associate with the logo?

Participant A: spunky I think it's creative for sure.

LPH: OK spunky and creative thank you. OK we're gonna look at logo b which is this one. This logo represents a urban planning student looking for a career in urban design. what is your initial reaction in one word?

Participant A: it feels very calming.

LPH: If this logo were connected to a link, would you want to learn more?

Participant A: yes.

LPH: what would you change about this design?

Participant A: I like the cartoon design of the buildings but the night sky is still in the off because I'm thinking like I don't know me personally anything like astrology or something you know?

LPH: What characteristics you associate with this logo?

Participant A: I think this is very professional organized very like compact.

LPH: OK yay and last one I know OK it's like a represents an urban planning student for create an urban community outreach. What is your initial reaction with one word?

Participant A: love love love!

LPH: if this logo are connected to a link would do you want to learn more?

Participant A: Yes.

LPH: What would you change about this design?

Participant A: I don't know. I like the design a lot. Yeah I like it a lot.

LPH: What characteristics to associate with this logo?

Participant A: is this one feels it's like laid-back but still professional if that makes sense.

LPH: OK yay thank you for participating in my little study. Sign me your full OK I'll be sure to send this out to your PR manager.

Transcript for Participant B

Transcription for LIAAAA.m4a:

LFH: Thank you for agreeing to participate my creative design project. We will look at three logo designs. I ask you questions that will help me gather data about the effectiveness of the design. I am connecting this interview on the instruction of Professor Stephen Quigley and his integrating writing and design course the University of Pittsburgh record this interview for the purposes of generating a transcript. I will delete you recording after the transcript is completed. Do you have any questions? Do you agree to the terms?

Participant B: I agree.

LFH: OK OK so this is logo A and it represents a young woman looking for a career in comedy. What is your initial reaction in one word?

Participant B: Professional. It's like simple.

LFH: OK if this logo are connected to a link what do you want to learn more?

Participant B: Yes.

LFH: Awesome. What would you change about this design?

Participant B: Honestly maybe just make like the whatever that is the sub script. A little bit bigger but like.

LFH: OK and what characteristics do you associate with the logo?

Participant B: Characteristics? Give me a second. I don't know.

LFH: She said she doesn't know.

Participant B: Yeah I don't know.

LFH: OK this logo represent an urban planning student looking for career in urban design. What was your initial reaction in one word?

Participant B: Interested?

LFH: If this logo or connect with a link would you want to learn more?

Participant B: Yeah for sure.

LFH: What would you change about this design?

Participant B: Nothing I like this one a lot maybe I don't know personal design thing but like under line like your name but like honestly, it doesn't need it it could go either way.

LFH: thank you and what characteristics do you associate with the logo?

Participant B: Homey-ness to it and I think it's because of the moon and the stars awesome and the color scheme.

LFH: We're gonna just this one so this logo represents an impending student looking for current urban community outreach. What was your initial reaction in one word?

Participant B: I don't know, fun?

LFH: If this logo were connected to a link, would you want to learn more

Participant B: For sure for sure.

LFH: What would you change about this design?

Participant B: Change? I don't know I mean the only thing is that like are the fonts different.

LFH: unfortunately it was a preset that I had to use.

Participant B: Gotcha but like that's the only noticeable like thing is that OK seem change out OK but maybe but like it doesn't like take away from anything.

LFH: OK OK what characteristics you associate with it?

Participant B: it's like bubbly it's like fun because I can see. I don't know it's probably.

LFH: OK this concludes our interview. Thank you for answering my questions.

Transcript for Participant C

Transcription for JENNNAAA.m4a:

LFH: Thank you for agreeing to participate my UX research project will look at three with designs and I'll ask you ask you questions to help me gather data about the effectiveness of the design I'm conducting interviews on the construction of professors, Stephen Quigley and his integrating riding in design course of the University of Pittsburgh, I'll record our interview for the purposes of getting a transcript. I will delete your recording after the transcription is completed. Do you have any questions? Do you agree to the terms?

Participant C: no questions and yes I agree.

LFH: OK this is logo a and this logo represents a young looking for career in comedy. What was your initial reaction in one word?

Participant C: clean clean

LFH: OK is this logo we're connected to a link would you want to learn more?

Participant C: Yes I would

LFH: OK. What would you change about this design?

Participant C: What was it?

LFH: What would you change about this design?

Participant C: oh maybe make the unprofessionally funny bigger.

LFH: What characteristics do you associate with this logo?

Participant C: characteristics? I don't know.

LFH: Yeah she said she doesn't now.

Participant C: Sorry.

LFH: OK this logo represents an urban planning student looking for a career in urban design. what is your initial reaction in one word?

Participant C: calm

LFH: if this logo are connected to a link or do you want to learn more?

Participant C: Yes I would.

LFH: What would you change about this design?

Participant C: maybe a little word that explains like what it's for

LFH: OK and what characteristics you associate with this logo?

Participant C: yeah OK city buildings clean O

LFH: K and here is our last logo. This represents an urban planning student to looking for creating urban community outreach. What is your initial reaction in one word?

Participant C: a little confused? That wasn't one word but

LFH: if this logo were connected to a link what do you want to learn more?

Participant C: Yes I would.

LFH: What would you change about the design?

Participant C: maybe instead of the Eiffel Tower have more buildings that show it like a community and houses.

LFH: And what characteristics to associate with this logo? ... she does not have an answer. Thank you for your time participation thank you.

Participant C: Wait, can you edit that?