

UX Design Study

Madeline Milchman



UX Research Method and Purpose

In this study, I presented three different people with three different logo designs. I recorded their reactions and asked questions to understand their feelings toward the designs. I used the following three levels of processing to construct my questions:

Reflective: to understand feelings toward the design

Behavioral: to understand behavioral reaction to the design

Visceral: to understand initial impression of the design

Testing steps:

1. Give background, explain study
2. Show logo 1, ask questions
3. Show logo 2, ask questions
4. Show logo 3, ask questions

Participant Bios

AG

- ★ Female
- ★ 19 years old
- ★ Sophomore
- ★ Pre-med
- ★ From
Pittsburgh,
Pennsylvania

SW

- ★ Female
- ★ 19 years old
- ★ Sophomore
- ★ Pre-pharmacy
- ★ From
Pittsburgh,
Pennsylvania

PA

- ★ Female
- ★ 19 years old
- ★ Sophomore
- ★ Pre-dental
- ★ From Long
Island, New
York

Participant Insights



AG: "Make the pink words black"

SW: "The pink kind of distracts from the words"

PA: "Its cute"



AG: "Elegant"

SW: "I don't think you need to change anything."

PA: "I kind of like it the way it is, but you could put what the logo is for, if you wanted to."



AG: "The flowers make me think of fun, little doodles."

SW: "whimsical"

PA: "You could make the bottom words black."

Final Logos



Changes: I made the design all black.

Changes: I added "writing and design".

Changes: I made the words all black.

Interview transcript

https://docs.google.com/document/d/1MH62ajgUvuXrv_26QrVtCBVJZF-PxCoSGIbMQt0--II/edit