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-PxCoSGlbMQt0--II/edit