

A



B



C



Marian Kaelin's Logos: A UX Design Study

Professor Quigley
Integrating Writing and Design

UX research method and purpose

- A/B/C Options of personal logos, generated using Canva and/or Adobe InDesign
- Using UX research to choose and improve a final logo
- Three levels of processing: Visceral, Behavioral, and Reflective
- Collecting subconscious opinions on the logo designs, and then reflective thoughts on their effectiveness
- 3-5 questions asked per level of processing

Study Participants



1

Editor for Nelnet, a student loan organization contracted by the Federal Dept. of Education. Does a lot of design work for FAFSA and federal student aid programs.



2

Small business owner. Runs company social media and has produced its unique designs and logos.



3

Undergraduate student studying Political Science. Interested in graphic design and digital organization.

Logo A

Participants said...

- Old-timey/ classic
- White font on black a bit hard to read
- Bicycle is focal point
- Road details are nice
- A little too formal
- Font not as playful or free spirited as it should be in relation to other text elements
- Did fit me and my interests

Logo B

Participants said...

- Two said it was dark, grim, and unappealing
- One said it was homey and Christmas-y
- All said that the font was very difficult to read
- Image was also hard to decipher and needed explanation
- Colors “inverted” looking
- The logo invoked questions

Logo C

Participants said...

- The purpose of the logo was unclear
- Could be real estate or urban planning
- The color was pleasing and popped on the white background
- The big text drew eyes to my name
- The initials “M.E.” looked like the word Me
- All said this logo fit me

Final Design



Choice explanation:

- Overall, this logo caused the least amount of confusion, and was visually the most viscerally and behaviorally appealing.

Improvements made:

- Simplistic initials, leaving out middle initial to avoid “Me” word association
- Condensed design to take up less space and keep attention on initials

Appendix

Transcript Links:

Participants 1 and 2

<https://docs.google.com/document/d/1Z3MD7ltNTQD9UiinNTTVLjt9TofB9LPFFuhEYpIJUds/edit?usp=sharing>

Participant 3

https://docs.google.com/document/d/1AR4GoRVRXOIzXqbhv_PqYINu4p8LEbkSOyUvr3vA0Is/edit?usp=sharing

Interview Script:

https://docs.google.com/document/d/1tsjX3QOEurZeftHlvGpk9B-o0vaGiHPDp4xgMBc_sVI/edit?usp=sharing