User testing our website logo

After researching Eleni's specie we found that "bradipus" means sloth. From there we started brainstorming and we came up with our idea of the logo - sloth (representing slowing down) and two people hugging with a chat bubble between them (representing connectivity). After the logo was done we printed it and we separated in pairs and did some user testing. We asked people what they see in the logo iterations. Here are my notes from my research:

Person 1:
Immediately saw sloth
Liked the black one more
Looks kind of like mushroom
We can do it less wider

Person 2:
Immediately saw panda
Looks kind of like mushroom again

Person 3:
Immediately saw panda again
Explosion?

Person 4:
Immediately saw panda again
After explanation - sloth

Person 5:
Looks kind of like mushroom again, also sees shark fins, bird house
Can't really see an animal

I was showing people the logo without the eyes (second 2 on the photo below) of the sloth in both colors. From my part of the research most of the people didn't really recognised the animal and saw only objects. There were a few people that saw panda and only one recognised the sloth right away.

This way we eliminated those iterations of the logo and focused on the other two (first 2 on the photo on the right). We looked at everyone's notes from their research and we decided on which logo should we use and what should we change.