

# UX Logo Design Study

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# Introduction

## Method

- Interviews with 3 participants
- Questions: 3 levels of processing
  - Visceral: initial reactions
  - Behavioral: effectiveness/usability of design
  - Reflective: rationalization and intellectualization

## Purpose

- Gather info about users and improve logos based on feedback

# Participants

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**W.**

- **He/him**
- **3<sup>rd</sup> year Pitt**
- **Media and professional communications major**

**I.**

- **She/her**
- **3<sup>rd</sup> year Pitt**
- **Social work major**

**S.**

- **She/her**
- **2<sup>nd</sup> year Pitt**
- **Biology major**

# Logo A



## W

- First noticed man's nose
- Silly
- Orange color stands out most
- Yellow background not visually appealing

## I

- Bright, sunny colors
- First noticed man's mustache
- Color scheme consistent with bakery/food branding

## S

- Yellow color stands out most
- "SOPH'S LOAVES" font is fitting for logo

# Logo B



## W

- Cake and cherry stand out most
- Remove “SC” from cake, or place differently
- Keep either “SC” or “SOPH’S LOAVES BAKERY”, not both

## I

- Yellow background color stands out most
- “SC” on cake out of place

## S

- Cherry stands out most
- Likes “SC” detail on cake

# Logo C



W

- Favorite out of all 3
- Cute
- Faces on croissants stand out (in a good way)
- Colors compliment each other well
- Fitting font, change placement

I

- Loved the faces on croissants
- Whimsical
- Looks appetizing

S

- Consistent with branding of other bakery/food establishments
- Faces on croissants stands out

# Revised Logos

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# Appendix

Interview Script

[UX Logo Interview Script](#)

Interview Recordings

- [W Interview](#)
- [I Interview](#)
- [S Interview](#)