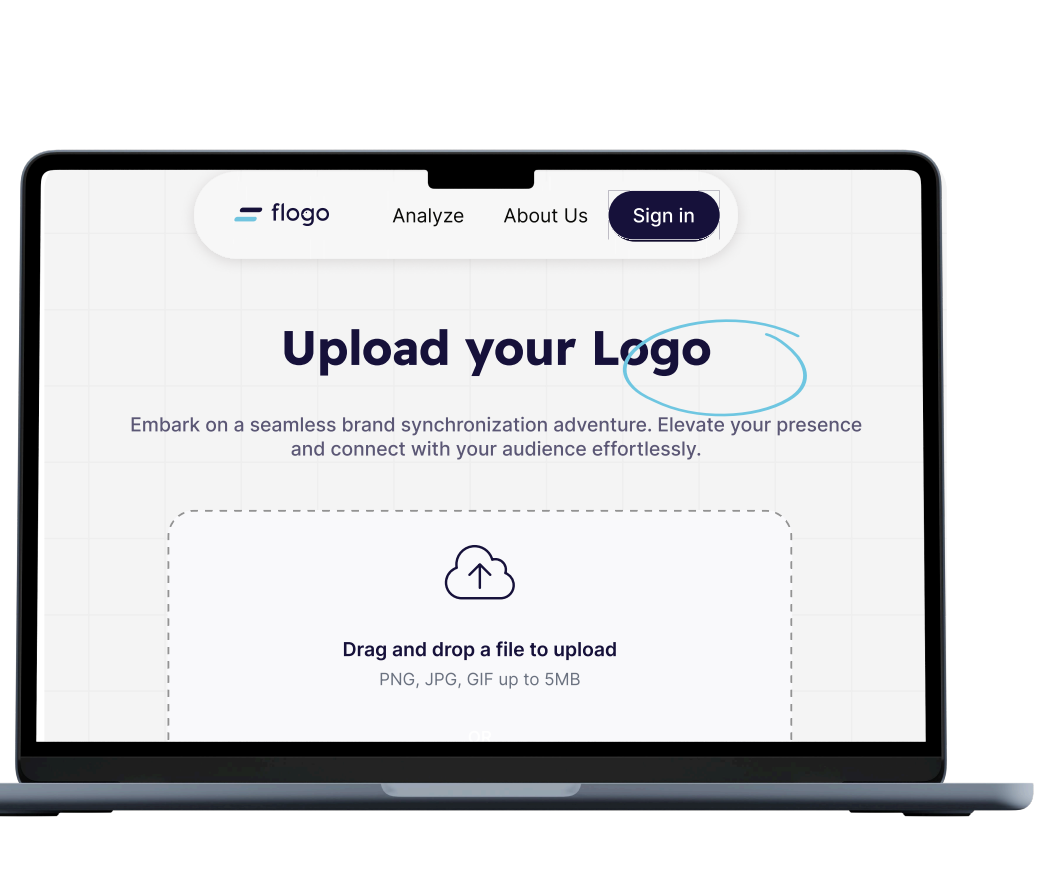
flogo

Logo Analysis Tool

UX Case Study

Saroj Khadka



Upload your Logo

Embark on a seamless brand synchronization adventure. Elevate your presence and connect with your audience effortlessly.

Drag and drop a file to upload

PNG, JPG, GIF up to 5MB

Duration:

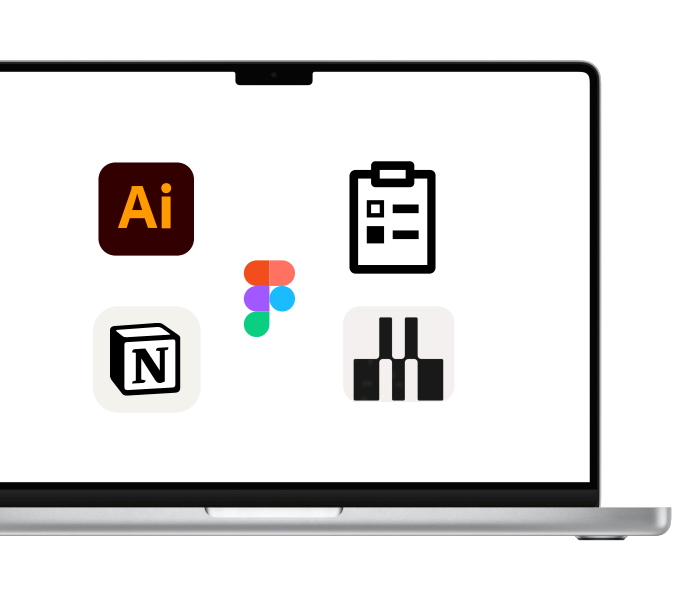
6 weeks

Product Overview

Modern brands rely heavily on strong visual identity, and a logo often becomes the first impression of a company. However, many designers and especially non-designers struggle to understand whether a logo is visually strong, meaningful, or aligned with key design principles.

Flogo is a simple yet intelligent logo analysis tool that helps anyone evaluate their logo through objective design indicators. Users can upload their logo through a clean drag-and-drop interface and immediately receive insights on:

- Color psychology meaning
- Alignment and spacing accuracy
- Symmetry and composition
- Contrast accessibility performance
- Actionable suggestions for improvement



Responsibility

- Ideation
- Wireframing & Design
- Testing

Tools

- Notion
- Figma
- maze
- maze
- Illustrator
- Surveys

Problem Statement

Non-designers struggle to understand whether a logo is visually strong, while designers spend too much time manually checking color meaning, spacing, symmetry, and contrast. Existing tools give unclear or random results without real design principles.

Goals

- Simplify complex evaluations like color psychology, symmetry, and contrast.
- Help beginners understand brand identity more confidently.

Design Process

I followed a structured UX process to ensure the tool stayed user-focused and easy to understand:

Understand
User Research
User Interview
Competitive Analysis

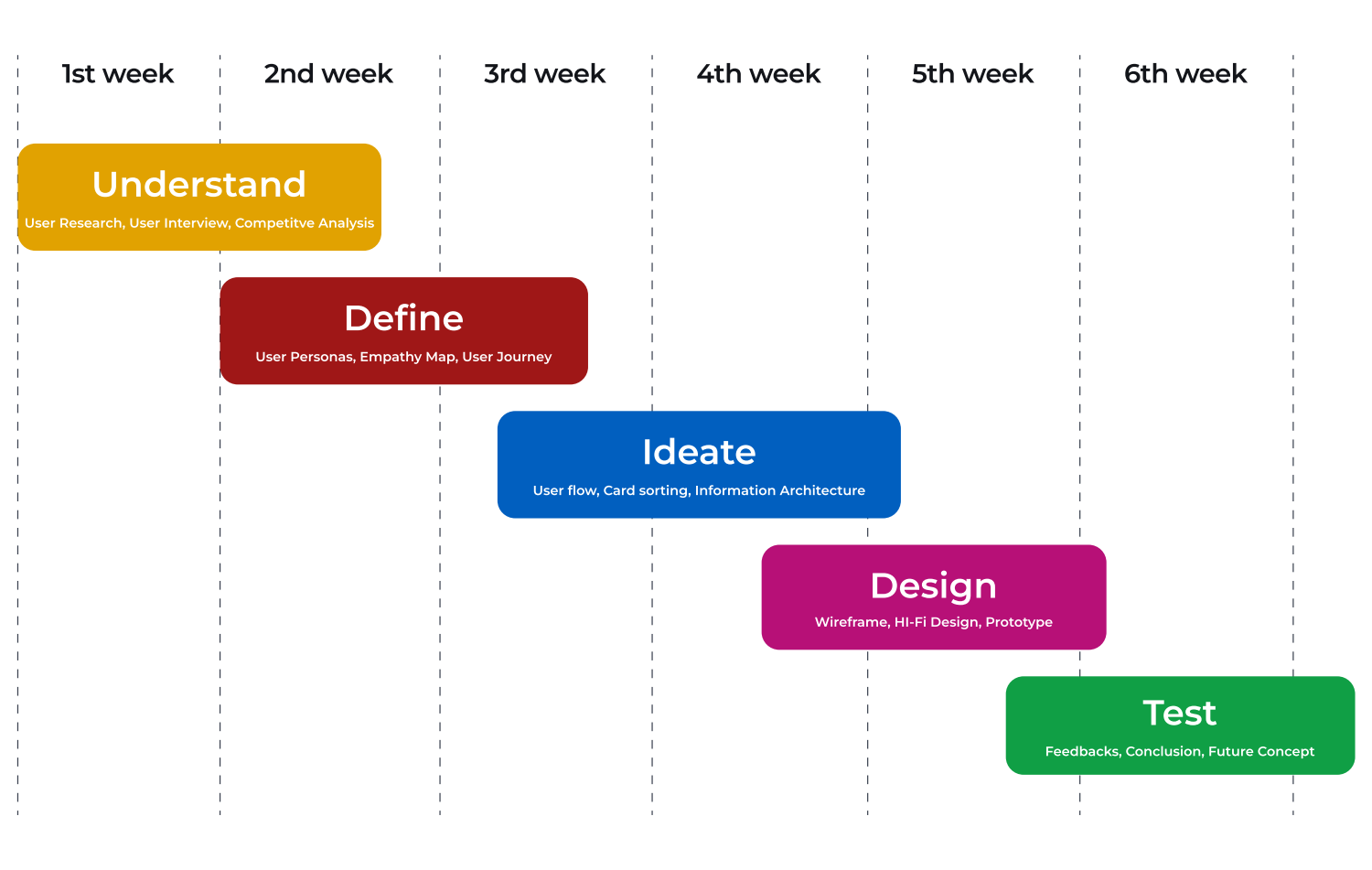
Define
User Personas
Empathy Map
User Journey

Ideate
User Flow
Information Architecture

Design
Wireframe
Hi-Fi Designs
Prototype

Test
Feedbacks
Conclusion
Future Concept

Design Timeline



Target Audience

Startup Founders
Small Businesses
Freelance Designers

User Research

- Interviewed 5–10 designers to understand how they evaluate logos.
- Spoke with non-designers to learn how they judge logo quality.
- Reviewed competitor tools to identify gaps in clarity and explanation.
- Observed how users manually check color meaning, spacing, symmetry, and contrast.

Competitive Analysis

- Reviewed existing logo-analysis tools to understand their limitations.
- Found that most platforms provide unclear or random scoring without explanation.
- Noticed a lack of design-principle-based insights such as color psychology, symmetry, spacing, and contrast evaluation.
- Identified an opportunity to create a tool that offers clear, educational, and actionable insights for all users.

Company Name	Logo Lab	Logo Rank	MyLogo.review
Company Info	Data-driven visual logo testing tool	AI-based logo uniqueness & legibility checker	AI-powered logo review platform
Visual Clarity / Readability Check	✓	✓	✓
Color Psychology Insight	✗	✗	✗
Symmetry / Balance Evaluation	✓	✗	✓
Contrast Accessibility Check	✓	✓	✗
Improvement Suggestions	✓	✓	✓

Unique Features

1. Color Psychology Meaning
Interprets the emotional and brand impact of colors — a feature missing in most competitors.

2. Alignment & Spacing Detection
Analyzes precision in spacing, margins, and visual balance, helping users understand structural accuracy.

3. Symmetry Evaluation
Detects whether a logo maintains geometric or visual symmetry, improving brand consistency.

4. Contrast Accessibility Score
Checks how readable and inclusive the logo is across different backgrounds and accessibility conditions.

5. Actionable Improvement Suggestions
Provides clear, human-understandable recommendations instead of vague scores — helping beginners and professionals refine their logo.

Quantitative Research

To validate the need for a clear and educational logo-analysis tool, I gathered quantitative data from both designers and non-designers:
User Insights (Numbers-Based Findings)

- 78% of users said they struggle to understand whether a logo is “good” without designer help.
- 65% of designers reported that manual checks for spacing, symmetry, and contrast are time-consuming.
- 72% of beginners stated they do not understand color psychology or how it affects brand identity.
- 81% preferred a tool that gives clear explanations, not just AI scores.
- 69% said they would trust a tool more if it followed real design principles rather than random scoring systems.

Key Quantitative Takeaways

- Users want clarity, not complexity.
- There is high demand for educational guidance for beginners.
- Designers need faster, principle-based evaluation tools.

Screeners

Designer Screeners

- Must have created at least 5+ logos professionally or as part of projects
- Should be familiar with tools like Figma, Illustrator, or Canva
- Has previously performed manual checks for spacing, symmetry, or color selection

Non-Designer Screeners

- Has made branding decisions for a small business or startup
- Has selected or approved a logo without design training
- Often depends on visual preference rather than design principles

General Participants

- Uses digital tools regularly
- Comfortable evaluating visuals
- Interested in improving brand identity understanding

Observations

80%

Users struggled to understand whether a logo was visually strong without design knowledge.

50%

Non-designers relied on personal preference instead of objective design principles.

80%

Designers said manual checking of spacing, symmetry, and contrast was time-consuming.

50%

Existing tools provided unclear or incomplete analysis, making improvements difficult.

80%

Users preferred simple, structured insights rather than technical breakdowns.

50%

Participants wanted clearer explanations on how color impacts brand identity.

80%

Beginners lacked understanding of alignment and composition rules.

50%

Users showed strong interest in an educational approach, not just a score.

Empathy Map

Says
- I can’t tell if this logo is good
- Why does this version look better?
- I need clearer explanations
- I wish logo analysis was easier.

Thinks
- I need a simple way to know if my logo is strong.
- Design principles feel complicated and hard to judge
- Color, spacing, and symmetry should be easier to evaluate
- Questions why a logo looks “right” or “wrong”

Does
- Uploads multiple logo versions to compare
- Relies on guesswork when choosing designs
- Reads online articles for design guidance
- Asks others for feedback without context

Feels
- Unsure about making branding decisions
- Overwhelmed by technical design terms
- Frustrated by unclear feedback from tools
- Lacks confidence in evaluating logos

Pain Points

1. Lack of Clear Evaluation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mi pharetra mauris pulvinar convallis vestibulum tortor, tincidunt sit pharetra. Sagittis volutpat morbi fames.

2. Complex Design Principles

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mi pharetra mauris pulvinar convallis vestibulum tortor, tincidunt sit pharetra. Sagittis volutpat morbi fames.

3. Manual Checking is Time-Consuming

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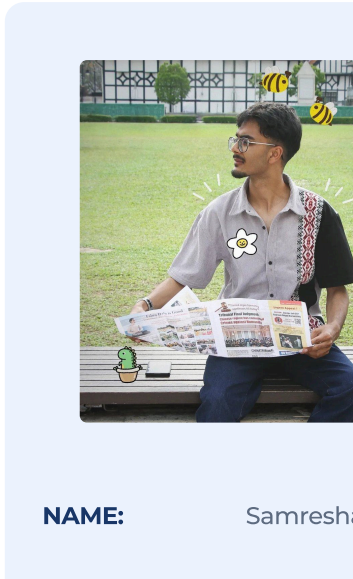
User Persona



NAME: Samreshan
AGE: 20
EDUCATION: Techspire College
LOCATION: Kathmandu
JOB: Graphics Designer
HOBBIES: Hiking and dancing

Bio

Samreshan is a young and passionate graphic designer who frequently works on logo projects for startups and small businesses. Although he is skilled with tools like Figma and Illustrator, he finds it repetitive and time-consuming to manually check logo spacing, symmetry, and contrast. He also often fails to explain

Personality

- Hardworking
- Smart
- Expressive
- Thoughtful

Pain points

- Clients often question his design decisions due to lack of understanding
- Manual evaluation of spacing and symmetry takes too long
- Difficult to simplify color psychology for beginners
- Existing tools don’t give actionable insights he can share with clients

Goals

- Quickly analyze logo quality with reliable, objective feedback
- Communicate design decisions clearly to clients
- Reduce manual checking time to speed up project delivery
- Improve the professionalism of his logo presentations

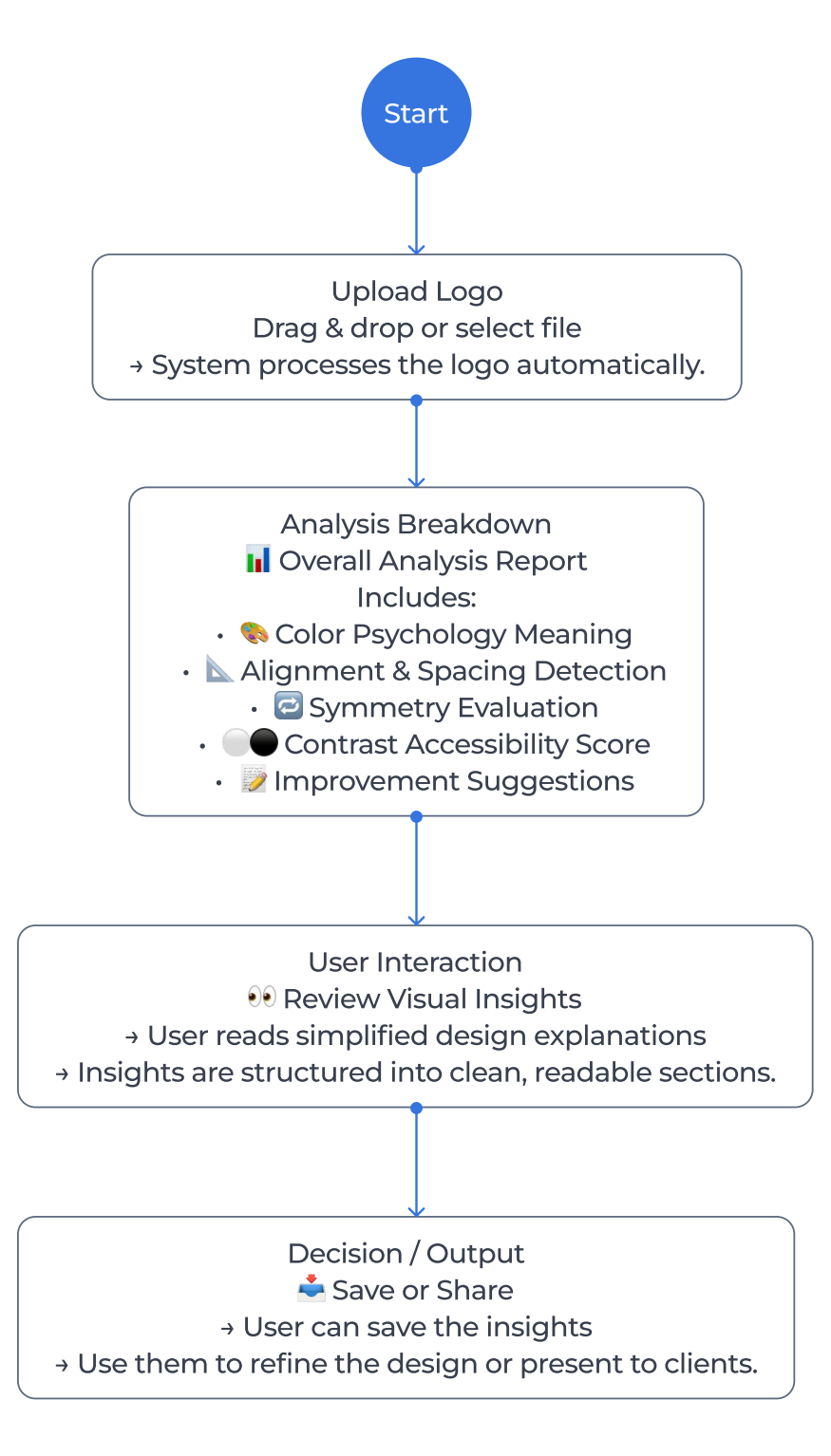
User Journey Map

Persona: Samreshan Sahani

Goal: Quickly understand whether a logo is visually strong and present clear insights to clients.

Actions	Action 1	Action 2	Action 3	Action 4
Task List	Uploads a logo to the tool using drag & drop.	1. Views spacing, symmetry, and alignment results.	Checks color psychology and contrast accessibility score.	Reviews improvement suggestions.
Feeling	Curious and hopeful that the tool will save time.	Relieved to see visual explanations instead of technical terms.	Confident about communicating color meaning to clients.	Empowered to refine designs with clarity.
Thoughts	I hope this gives me clear insights faster than manual checks.	This makes it easier to confirm what I already see	Finally something I can show clients to justify my color choices.	These suggestions can help me finish revisions faster
Improvement Opportunities	Provide a clean, fast upload experience with instant feedback.	Use simple visual indicators to explain complex principles.	Use easy-to-read color meaning cards and accessibility results.	Provide actionable, practical, beginner-friendly suggestions

Information Architecture/User Flow



Start

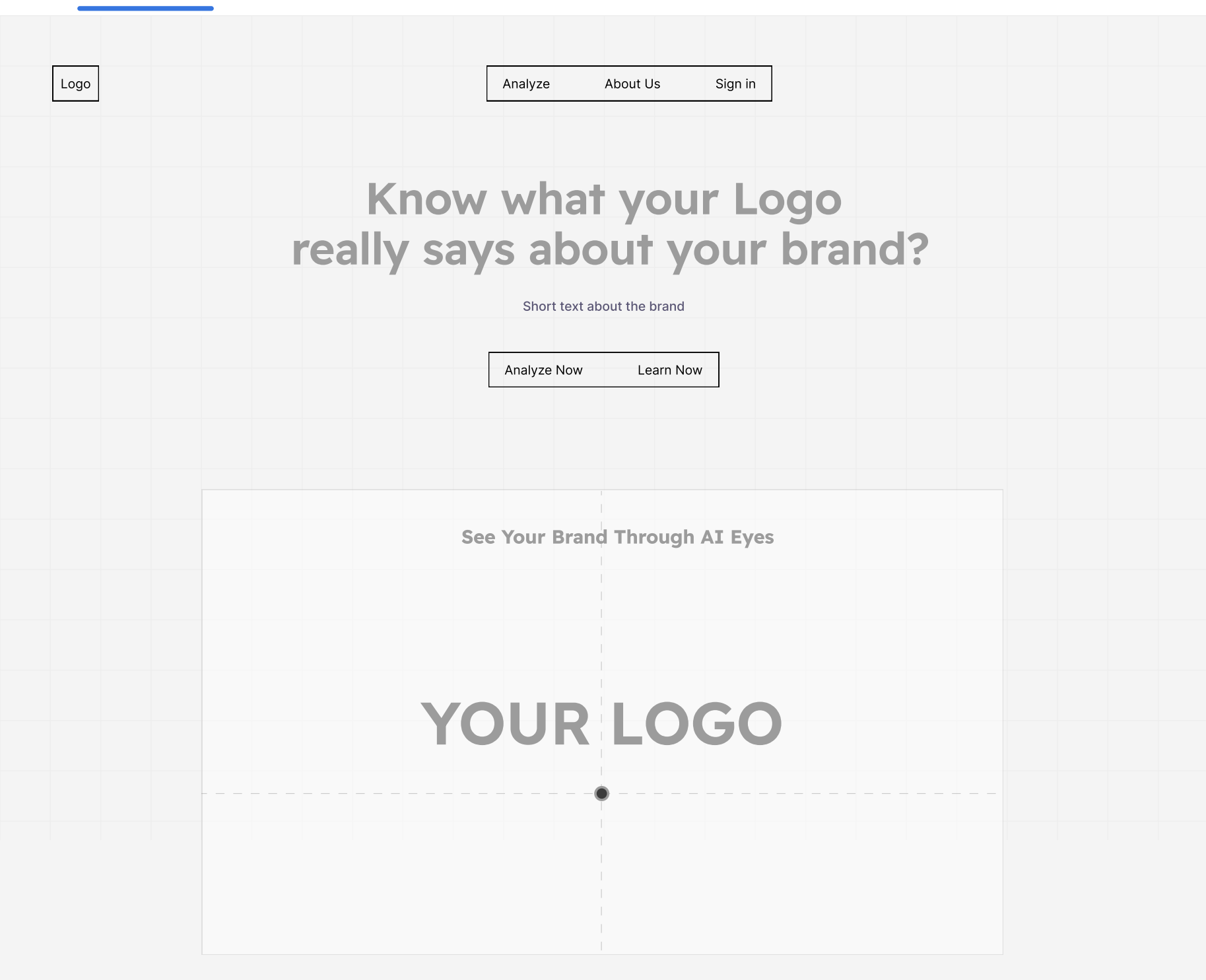
Upload Logo
Drag & drop or select file
→ System processes the logo automatically.

Analysis Breakdown
📊 Overall Analysis Report
Includes:
- 🎨 Color Psychology Meaning
- 📐 Alignment & Spacing Detection
- 🔁 Symmetry Evaluation
- ⚪⚫ Contrast Accessibility Score
- 📝 Improvement Suggestions

User Interaction
👀 Review Visual Insights
→ User reads simplified design explanations
→ Insights are structured into clean, readable sections.

Decision / Output
📤 Save or Share
→ User can save the insights
→ Use them to refine the design or present to clients.

Sketches/Low-fidelity Wireframes


Logo
Analyze
About Us
Sign in
Know what your Logo really says about your brand?
Short text about the brand
Analyze Now
Learn Now
See Your Brand Through AI Eyes
YOUR LOGO
Your brand Assistant in simple Steps
1
2
3
YOUR LOGO
Upload your Logo
Insert your PNG, SVG file under 5 Mb
Run your test
AI will test your logo and give output
Access Results
You can Download your report.
Logo
© 2024 flogo. All rights reserved.
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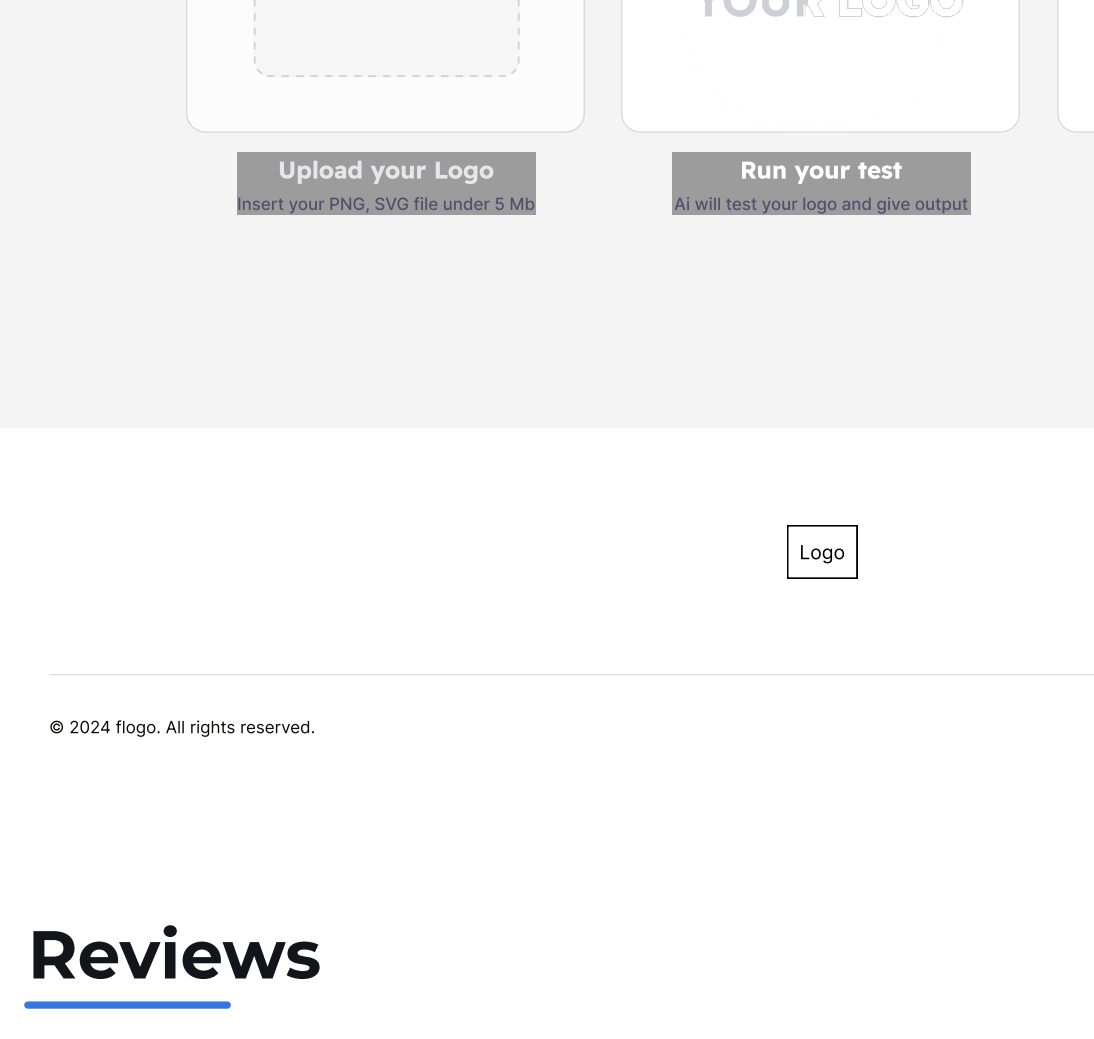
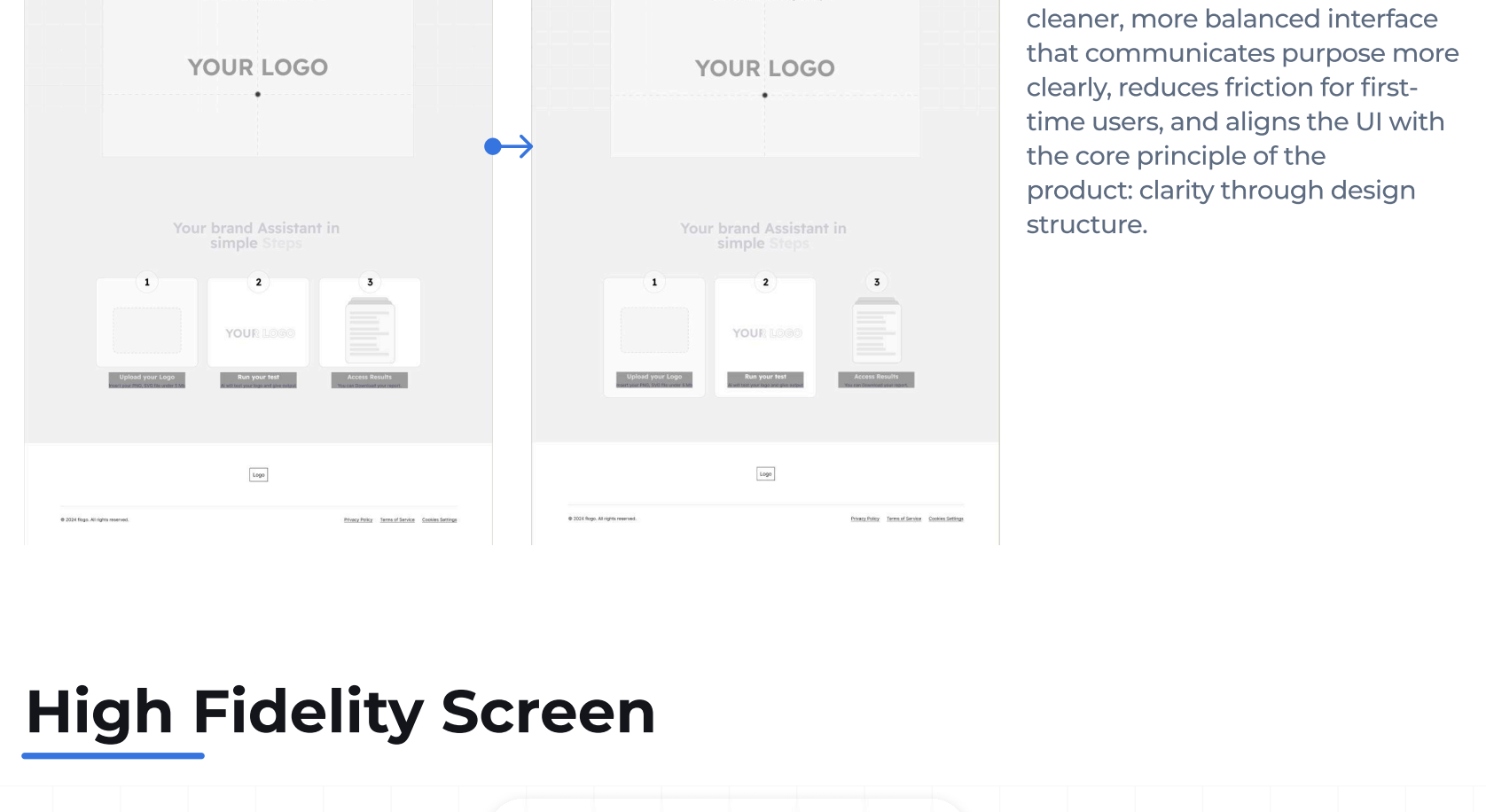
Reviews



These changes resulted in a cleaner, more balanced interface that communicates purpose more clearly, reduces friction for first-time users, and aligns the UI with the core principle of the product: clarity through design structure.

High Fidelity Screen



Logo Insights

Your logo’s overall feel.

● Great ● Average ● Bad

Scalability ●
Retains clarity across multiple sizes except very low res

Contrast ●
Moderate contrast, some issues on darker backgrounds

Visual Balance ●
Your logo maintains clarity at various size

Cultural Relevance ●
Your logo maintains clarity at various size

Style Guide

Color Palette

Primary Color
#71C5DF
Shades

Secondary Color
#17123A
Shades

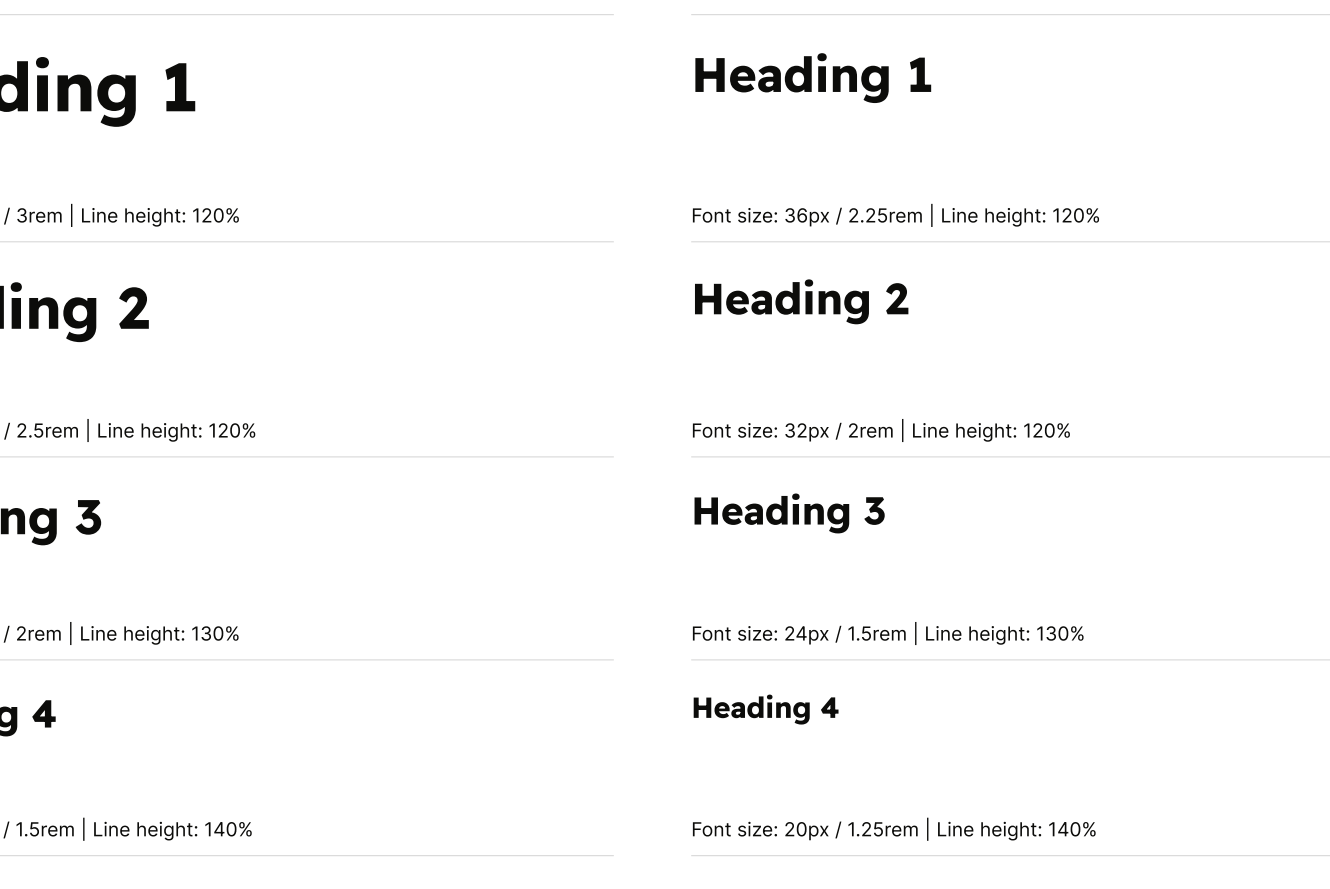
Typography

Aa Font
Readex Pro

- Aa Readex Pro Bold
- Aa Readex Pro Semibold
- Aa Readex Pro Medium
- Aa Readex Pro Regular

Desktop	Mobile
Font size: 56px / 3.5rem | Line height: 120%	Font size: 40px / 2.5rem | Line height: 120%
Heading 1	**Heading 1**
Font size: 48px / 3rem | Line height: 120%	Font size: 36px / 2.25rem | Line height: 120%
Heading 2	**Heading 2**
Font size: 40px / 2.5rem | Line height: 120%	Font size: 32px / 2rem | Line height: 120%
Heading 3	**Heading 3**
Font size: 32px / 2rem | Line height: 130%	Font size: 24px / 1.5rem | Line height: 130%
Heading 4	**Heading 4**
Font size: 24px / 1.5rem | Line height: 140%	Font size: 20px / 1.25rem | Line height: 140%
Heading 5	**Heading 5**
Font size: 20px / 1.25rem | Line height: 140%	Font size: 18px / 1.125rem | Line height: 140%
Heading 6	**Heading 6**
Font size: 16px / 1rem | Line height: 150%	
Tagline	

Iconography



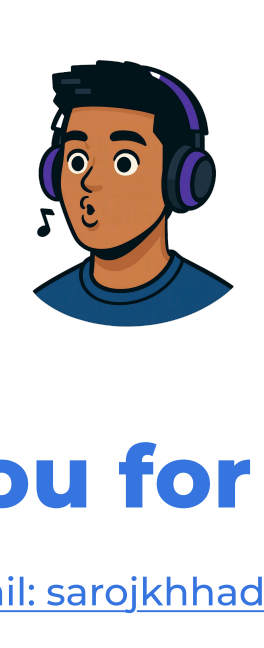
Key Takeaways

Clarity builds confidence: Users trust tools that explain why a logo works or doesn’t, not just provide a score.
Design principles must be simplified: Translating complex concepts like color psychology, symmetry, and spacing into understandable insights is essential for non-designers.
Minimal interfaces improve usability: A clean layout helps users focus on insights rather than UI complexity.
Education adds value: Users appreciated learning about brand identity while analyzing their logo.
Actionable feedback matters: Suggestions for improvement helped users move from evaluation to refinement quickly.
Balance between designers and beginners is crucial: The tool successfully served both audiences without overwhelming either group.

Conclusion

This project reinforced the importance of designing for understanding, not just functionality. While logo analysis can be highly technical, the biggest challenge was simplifying complex design principles into insights that both designers and non-designers could easily grasp.
I learned how valuable early user feedback is in shaping clarity and usability. Conversations with real users highlighted that people don’t want more data — they want clear explanations and guidance. This influenced many design decisions, from information hierarchy to the way insights were presented.
Working on Flogo strengthened my ability to:

- Translate abstract design rules into practical, user-friendly outputs
- Balance professional depth with beginner accessibility
- Iterate designs based on feedback rather than assumptions
- Design interfaces that educate while they evaluate



Thank you for viewing

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khadkasaroj.com.np

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