

Desirability Test Analysis Report

January 21, 2025

Target Adjectives

The intended brand personality was defined by the following attributes:

- Cool
- Elegant
- Simple
- Fun
- Fresh

Test Results

Three separate test groups provided the following attribute sets:

Group 1:

- Simple
- Modern
- Approachable
- Friendly
- creative

Group 2:

- Simple
- Fun
- Creative
- Professional
- familiar

Group 3:

- High quality
- Friendly
- Professional
- Simple
- Familiar

Analysis

Alignment with Target Attributes

1. **Strong Alignment:**

- "Simple" appeared consistently across all three test groups and matches the target attributes
- "Fun" appeared in one test group, matching the target attributes

2. **Gaps:**

- "Cool" was not identified by any test group
- "Elegant" was not identified by any test group
- "Fresh" was not identified by any test group

3. **Additional Emerging Attributes:**

- Professional (appeared twice)
- Friendly (appeared twice)
- Modern
- Approachable
- Creative
- High quality
- Familiar

Recommendations for Evolution

1. **Enhance Visual Sophistication**

- The absence of "elegant" and "cool" suggests the need for more refined design elements
- Consider incorporating:
 - More sophisticated typography choices
 - A refined color palette that extends beyond the current blue-dominant scheme
 - Modern, minimal design patterns
 - Subtle gradients and shadows to add depth

2. **Refresh Visual Language**

- The presence of "familiar" and absence of "fresh" indicates a need for more contemporary elements
- Implement:
 - Updated imagery style
 - Contemporary UI patterns
 - Modern micro-interactions
 - Current design trends while maintaining simplicity

3. **Balance Professional and Fun Elements**

- While "professional" emerged strongly, it may be overshadowing the desired "fun" attribute
- Consider:
 - Adding playful micro-interactions
 - Incorporating dynamic elements
 - Using more energetic imagery
 - Including subtle animated elements
 - Balancing formal layouts with casual, approachable content areas

Conclusion

While the current design successfully communicates simplicity and professionalism, there's an opportunity to evolve the design language to better align with the intended personality traits of cool, elegant, and fresh, while maintaining the successful aspects of simplicity and fun.