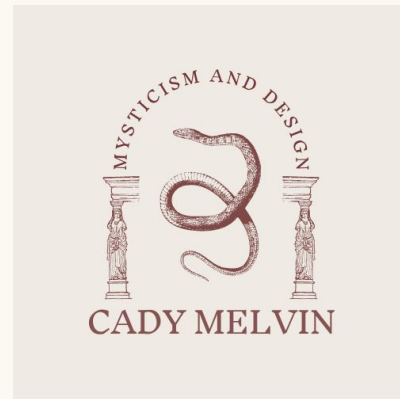
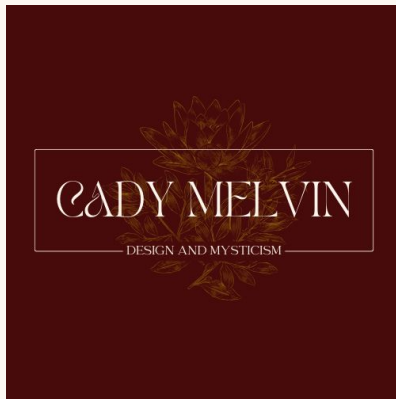
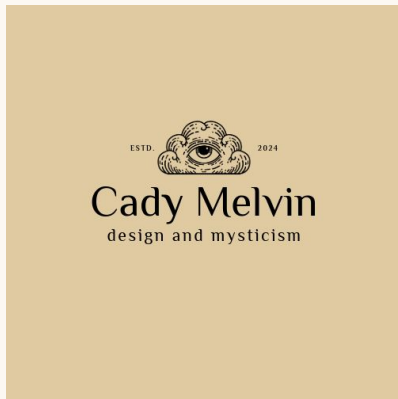




# ★ UX Design Study ★





# UX Research Methods and Purpose

- Purpose: Receive feedback on logo design for personal brand and use data to finalize on a design
- Methods: Interview 3 participants to get feedback on 3 different logo designs. All participants were asked identical questions that related to the 3 levels of processing: Visceral, Behavioral, and Reflective.





# Participants



#1

- 19 Female
- Waitress
- Architecture  
Major at  
AACC



#2

- 18 Male
- Shipley's  
employee
- Interest in  
Photography



#3

- 21 Female
- Waitress
- Geology  
Major at  
Pitt

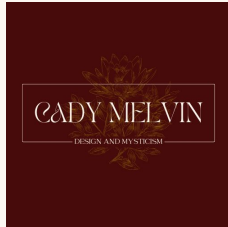




# Discussion



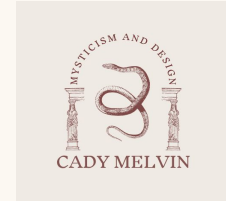
- Felt the design was too mature and old fashioned.
- Loved the dark red
- Liked the font the best
- Liked the box outline



- Spacing felt off
- The color was appealing to some but not to others
- Was the least and most favorite
- Font sizes were weird

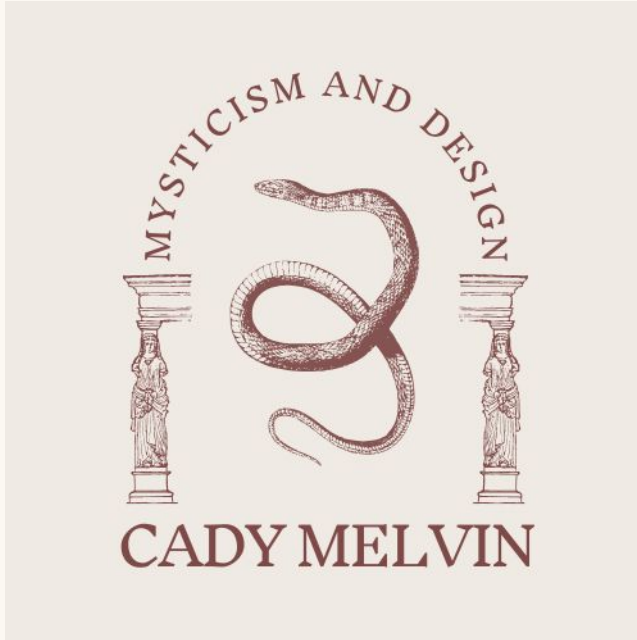


- Favorite of 2 out of 3 users
- Liked the imagery the best
- Felt it best match the slogan
- Liked the colors
- Disliked the snake and questioned the purpose





# Final Logo



- Fixed spacing
- Aligned text
- Changed opacity





# Appendix



[https://docs.google.com/document/d/IVzW48JGIX0T6rqiJalcZokW5Gr\\_N698TXPOJryluBlc/edit?usp=sharing](https://docs.google.com/document/d/IVzW48JGIX0T6rqiJalcZokW5Gr_N698TXPOJryluBlc/edit?usp=sharing)

