Logo Design Review

Student Name: Joshua Podro

Project Name: Workout

Project Description: App that help people create and follow a workout routine

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What:

How: It allows the user to create their own workouts and follow it while they're at the gym

Why: Because some people don't really have a good idea of what they're doing and just wonder from one machine to another.

Describe your target users:

People who don't really go to the gym regularly and would like to start going more. These people also wouldn't really have an idea of what they're going to do when they're there. Target user age 16 - 21

List 5 keywords from your artefact persona:

1.	helpful
2.	informative
3.	simple
4.	handy
5.	smart

Name the top three things you want to communicate through your title (logo) treatment

1.	That this is a workout app
2.	It's somewhat professional and helpful
3.	It's not super aggressive like crossfit

Title Design Evaluation

Project Name: **Workout**

		Reviewer	1	2	3	4	5	6	7	8	9	10	Comments
AESTHETICS	Does the colour scheme of the title or logo work?	GS					x						Yes, but maybe try incorporating more colours for depth, e.g. gradient.
		SR						x					Yes, add more detail? depth, shading etc
		NP				x							The colour design seems quite basic, you could try using a harsh shadow on the icon like they have with modern android app logos, I can't think of the app though
	Does the font work?	GS											NA
		SR											NA
		NP											NA
	Does the title have high visibility?	GS						x					Image is highly visible, but there is no text to assess.
		SR									x		No text but imagery easily identifiable
		NP									x		No text but the icon is recognisable
	Is the title distinctive, recognizable, attributable and memorable?	GS				x							No title but the icon is distinctive, but possibly not that memorable.
		SR				x							No title, imagery simple but maybe to plain to be memorable
		NP		x									Since there is no title, it is very unclear as to what your app is or does however the logo makes you assume it has something to do with fitness
	Is the title scalable-readily identifiable even as a very small size?- ie as an app icon?	GS						x					No text but it would be clear what the icon is at a small size.
		SR							x				No title, imagery yes
		NP									x		Yes, the logo is scalable
BRAND	What 1 word would you use to describe the personality of the design?	GS	Quirky										
		SR	Masculine										
		NP	Plain										

Question		Rating										Comment
Does the title design reflect the project?	GS						x					Assuming it's a fitness app, yes definitely.
	SR							x				No title, but if it's a workout app then yes
	NP			x								The logo tells me it is some kind of fitness app but not having a title means I have to assume what it does, adding a good title would improve the logo a lot
Is the concept of the title easy to identify?	GS							x				Again, if it is related to fitness, yes.
	SR							x				Not sure of title, but if it's a workout app, yes
	NP					x						No, it has something to do with fitness but it could be a workout app or a store app or a tracking app it's completely unclear
Is the title design timeless?	GS				x							Pixelated effect isn't timeless and will probably fall out of trend.
	SR				x							Simple pixelated icons are more of a trend, may eventually become tired
	NP								x			I think it definitely needs a title but the logo is nice and simple and if you add the harsh shaded colour it would boost the look to look more professional (like indesign logo)