

Usability Testing - Thread

What is your first impression on the word "Thread"

Your answer



What is your first impression of the logo for Thread?

Your answer



Do you think the logo has any issues?

- Colour is weird
- Can't read the letters properly
- The word doesn't look like it spells 'thread'
- I don't like the heart
- Nothin
g
- Other:



Option One



Option Two

Which option do you like better and why?

Your answer



What type of target audience do you think this brand is aimed at?

- 14 and younger
- 15 - 24
- 25 - 34
- 35 - 44
- 45 and older

What gender do you think this brand is aimed at?

- Men
- Women
- Both men and women
- Kids
- Other:

Do you think the logo above represents a clothing brand well?

- Yes
- No
- Maybe

What made you choose the answer for the last question?

Your answer



SUBMIT

Never submit passwords through Google Forms.

This form was created inside of SAE Institute. [Report Abuse](#) - [Terms of Service](#) - [Additional Terms](#)

Google Forms

