

It is suggested that we use 10 (TEN) people for this test at a minimum.

On the next page starts the document that needs to be downloaded and read.

If we are not going to require MS word as a screening requirement, then it needs to be turned into a pdf for them to download.

Below are the screening requirements:

Screening Requirements:

- Demographics
  - Women Only
  - 35-54 Years Old
  - Personal Income (not combined family income) of \$50K or Greater
- Personal Habits
  - Drink Energy Drinks OR
  - Drink Coffee OR
  - Take Supplements OR
  - Actively take care of their health
  - AND
  - Are interested in or actively look for opportunities to supplement their income.

**Instructions:**

This user test comes in two parts. In one part you will be viewing proposed logos for a company and selecting words to describe that logo. In another part you will be looking at several pairs of logos and stating which of the pair you prefer and why.

## Part I

- In this part of the test you will be shown a Logo, which is made up of a graphic and text.
- After viewing the Logo for a few seconds, scroll to the bottom of the page and select from the list the words that most closely match the feelings evoked by the Logo.
- Speak your choices from the list out loud.
- Choose no more than a total of 10 descriptors for each logo. You can choose less than 10.
- If you feel strongly about a descriptor in relation to the logo, please elaborate as to why you feel that the descriptor is especially appropriate to that logo.

## Logo #1

- After viewing the Logo for a few seconds, scroll to the bottom of the page and select from the list the words that most closely match the feelings evoked by the Logo.
- Speak your choices from the list out loud.
- Choose no more than a total of 10 descriptors for each logo. You can choose less than 10.
- If you feel strongly about a descriptor in relation to the logo, please elaborate as to why you feel that the descriptor is especially appropriate to that logo.



### Descriptors:

Intriguing	Disinteresting
Exciting	Boring
Sophisticated	Common
Quality	Cheap
Strong	Weak
Youthful	Old Fashioned
Comfortable	Edgy
Trustworthy	Unreliable
Energetic	Lethargic
Unique	Common
Attractive	Ugly
Modern	Traditional

## Logo #2

- After viewing the Logo for a few seconds, scroll to the bottom of the page and select from the list the words that most closely match the feelings evoked by the Logo.
- Speak your choices from the list out loud.
- Choose no more than a total of 10 descriptors for each logo. You can choose less than 10.
- If you feel strongly about a descriptor in relation to the logo, please elaborate as to why you feel that the descriptor is especially appropriate to that logo.

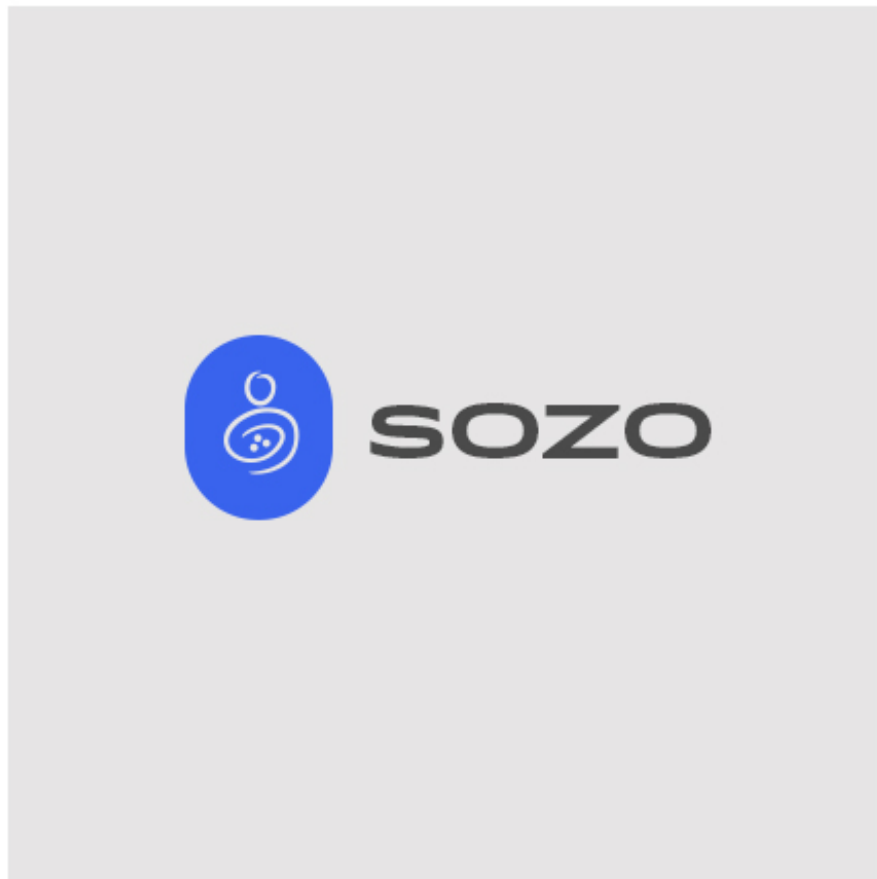


### Descriptors:

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Modern	Traditional

### Logo #3

- After viewing the Logo for a few seconds, scroll to the bottom of the page and select from the list the words that most closely match the feelings evoked by the Logo.
- Speak your choices from the list out loud.
- Choose no more than a total of 10 descriptors for each logo. You can choose less than 10.
- If you feel strongly about a descriptor in relation to the logo, please elaborate as to why you feel that the descriptor is especially appropriate to that logo.



#### Descriptors:

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## Part II

- In this part of the test you will be shown pairs of logos.
- After viewing the Logo pairs for a few seconds, choose which of the two you prefer and state your choice. Also tell us how many times better your preferred choice is in comparison to the one you did not choose.
- Use this format when stating your choice:
  - “Pair Number One, Logo A is my choice and it is twice as good as the other one.”
  - You can choose to say that a logo is
    - “just as good as the other, I just prefer this one”
    - “Twice as good as the other one”
    - “Three times as good as the other one”
  - Briefly tell us why you CHOSE the one you did as the best of the two.
- If you feel strongly negative about the one you DID NOT CHOOSE, please tell us why.

## PAIR #1



- After viewing the Logo pairs for a few seconds, choose which of the two you prefer and state your choice. Also tell us how many times better your preferred choice is in comparison to the one you did not choose.
- Use this format when stating your choice:
  - “Pair Number One, Logo A is my choice and it is twice as good as the other one.”
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    - “just as good as the other, I just prefer this one”
    - “Twice as good as the other one”
    - “Three times as good as the other one”
  - Briefly tell us why you CHOSE the one you did as the best of the two.
- If you feel strongly negative about the one you DID NOT CHOOSE, please tell us why.



## PAIR #2



- After viewing the Logo pairs for a few seconds, choose which of the two you prefer and state your choice. Also tell us how many times better your preferred choice is in comparison to the one you did not choose.
- Use this format when stating your choice:
  - “Pair Number One, Logo A is my choice and it is twice as good as the other one.”
  - You can choose to say that a logo is
    - “just as good as the other, I just prefer this one”
    - “Twice as good as the other one”
    - “Three times as good as the other one”
  - Briefly tell us why you CHOSE the one you did as the best of the two.
- If you feel strongly negative about the one you DID NOT CHOOSE, please tell us why.

## PAIR #3



- After viewing the Logo pairs for a few seconds, choose which of the two you prefer and state your choice. Also tell us how many times better your preferred choice is in comparison to the one you did not choose.
- Use this format when stating your choice:
  - “Pair Number One, Logo A is my choice and it is twice as good as the other one.”
  - You can choose to say that a logo is
    - “just as good as the other, I just prefer this one”
    - “Twice as good as the other one”
    - “Three times as good as the other one”
  - Briefly tell us why you **CHOSE** the one you did as the best of the two.
- If you feel strongly negative about the one you **DID NOT CHOOSE**, please tell us why.