What made you aware of brands that immediately come to your mind? (What jumped out at you)

15 responses


Bar chart with the following values:
- Canada dry .taste: 1 (6.7%)
- 1 (6.7%)
- Colors: 1 (6.7%)
- Dependability: 1 (6.7%)
- 1 (6.7%)
- Mopar-426 Hemi: 3 (20%)
- 1 (6.7%)
- Seeing them on people or in store…: 1 (6.7%)
- 1 (6.7%)
- Social media/friends: 1 (6.7%)
- 1 (6.7%)
- 1 (6.7%)
- their lo…: 1 (6.7%)
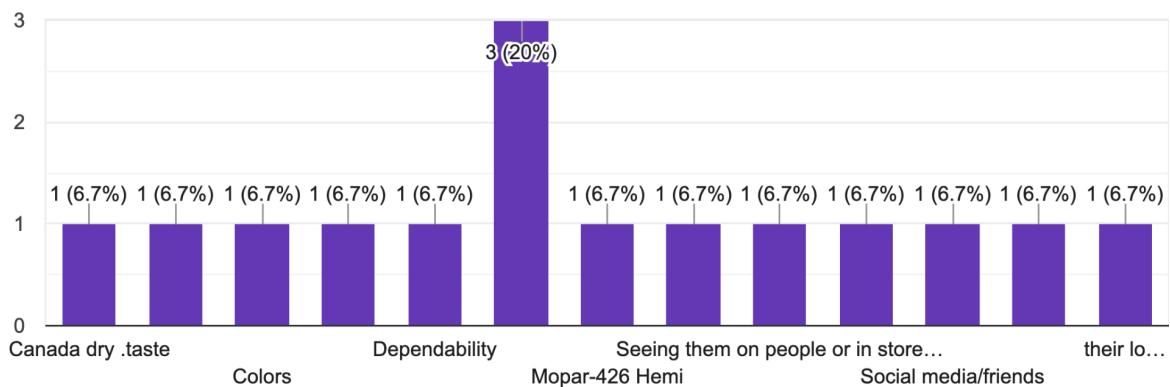
How can you tell if a brand is trustworthy, and what ethical standards do you hold them to?

15 responses

Bar chart with the following values:
- By how long it's been around: 1 (6.7%)
- Flavor ever changed the year: 1 (6.7%)
- 1 (6.7%)
- I can tell a brand is trustworthy by…: 1 (6.7%)
- 1 (6.7%)
- If many people own the clothes a…: 1 (6.7%)
- 1 (6.7%)
- It meets high standards-Truth in a…: 1 (6.7%)
- 1 (6.7%)
- You can tell a brand is trustworthy…: 1 (6.7%)
- 3 (20%)
- if they…: 1 (6.7%)
- 1 (6.7%)
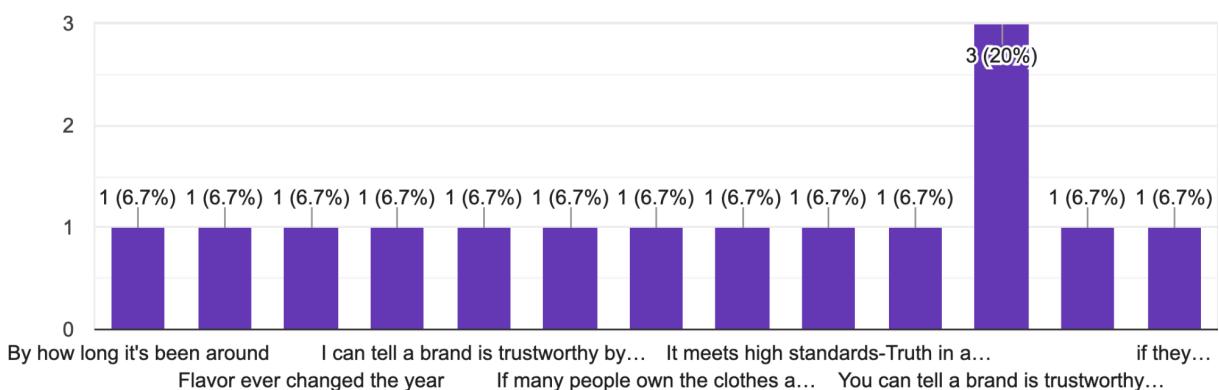
How aware are you of the accessibility of a brand? / how important is it to you?

15 responses

1 (6.7%)	1 (6.7%)	1 (6.7%)	1 (6.7%)	1 (6.7%)	3 (20%)	1 (6.7%)	1 (6.7%)	1 (6.7%)	2 (13.3%)	1 (6.7%)	1 (6.7%)

Aware, looking i… / Cost-very impor… / Highly-extremely / I am super awar… / If the product I li… / I'm somewhat a… / Making sure the… / Usually very aw… / Very aware / Very aware and… / it is important fo… / it would…
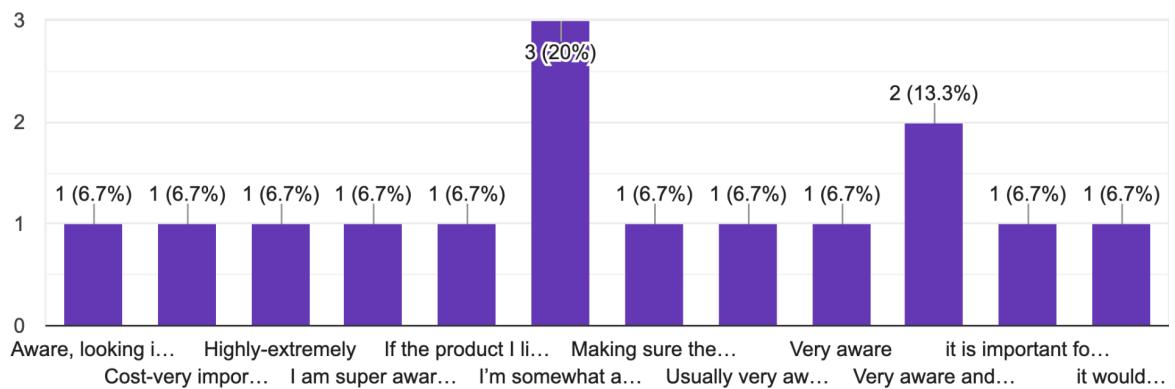
Do you prefer brand logos that are very simplified or more complex?

15 responses


- Simplified
- Complex

93.3%
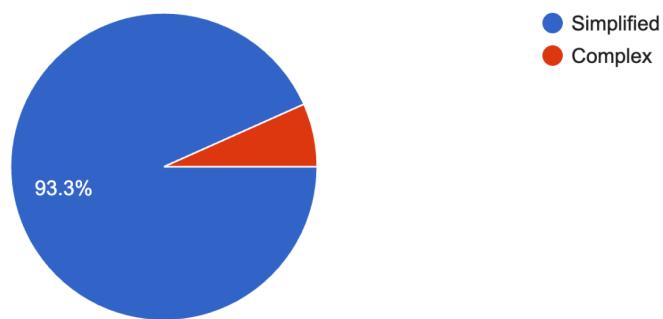
How much do you value aesthetics compared to effectiveness? (form over function?)   1 being you value aesthetics very little, 10 being you value aesthetics tremendously.

15 responses
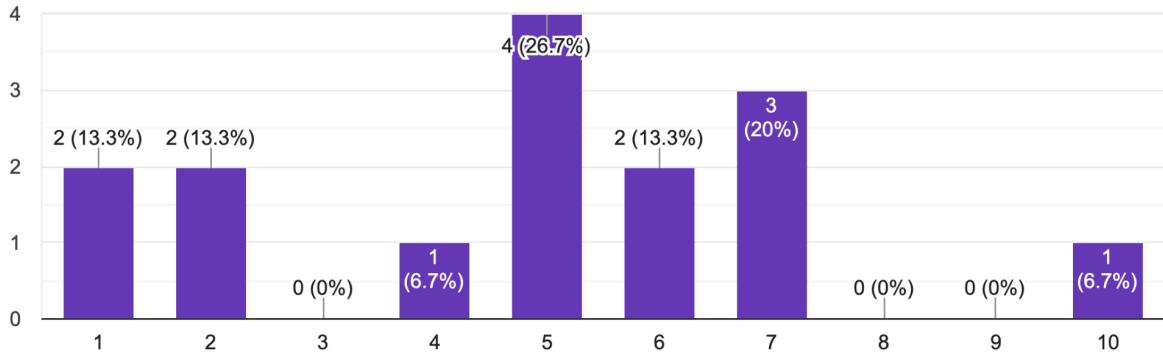
Do certain colors affect your feelings toward a product?   Yes or no and brief explanation.
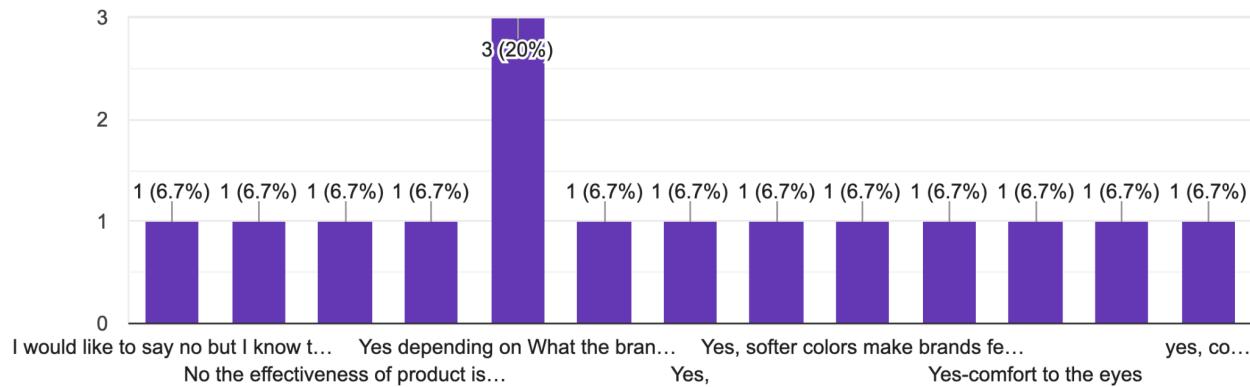
15 responses

## What influences your brand loyalty: product/ service or brand?

15 responses

Bar chart axis labels: All of them do! | High standards-brand | Product effectiveness | Quality. | Taste,qualty | The length it has been in busines… | if a pro…

Values: 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 3 (20%), 1 (6.7%)
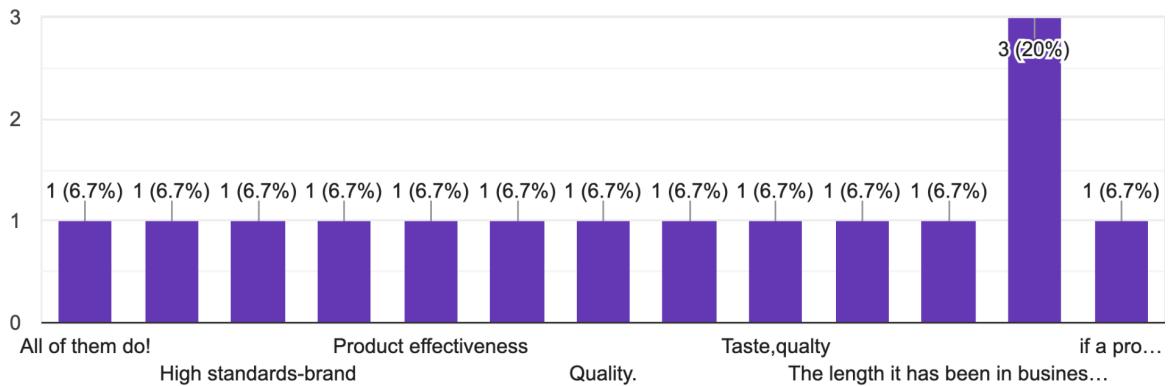
What values/traits in a brand are important to you? How do you use them to compare brands?

15 responses

Bar chart axis labels: Consistency. I chose brands that… | Depending on the design of the b… | How they greet and treat their cus… | Over all quality. | Service and value | The brands long term goal must b… | pricing,…

Values: 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 3 (20%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%), 1 (6.7%)
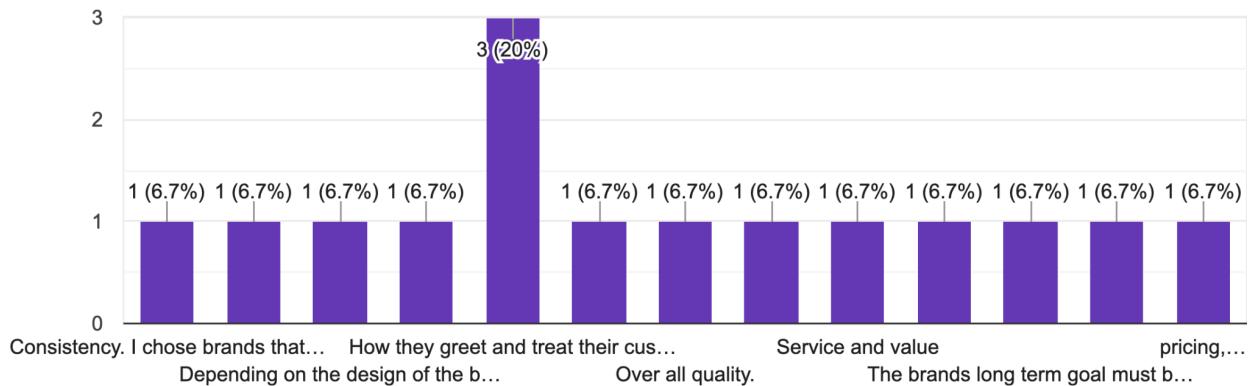
Do you value the product itself or the brand overall more? Would you rather pay more money for something that is ethically sourced, or rather pay less money and disregard the source?

15 responses
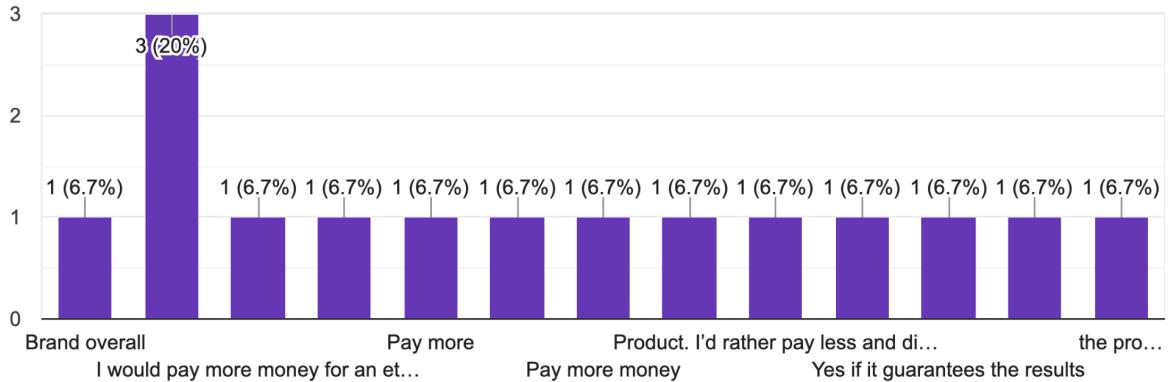
Without personal preference, name the first three tech companies that come to mind.

15 responses

Bar chart data:
- Apple , Microsoft, and Sony: 1 (6.7%)
- Apple, Microsoft, Sonos: 3 (20%)
- 1 (6.7%)
- Apple, android, LG: 1 (6.7%)
- Best Buy, Apple, Microsoft: 1 (6.7%)
- 1 (6.7%)
- 1 (6.7%)
- Instagram, TikTok, YouTube: 1 (6.7%)
- Tesla, apple , microsoft: 1 (6.7%)
- 1 (6.7%)
- 1 (6.7%)
- apple,…: 1 (6.7%)
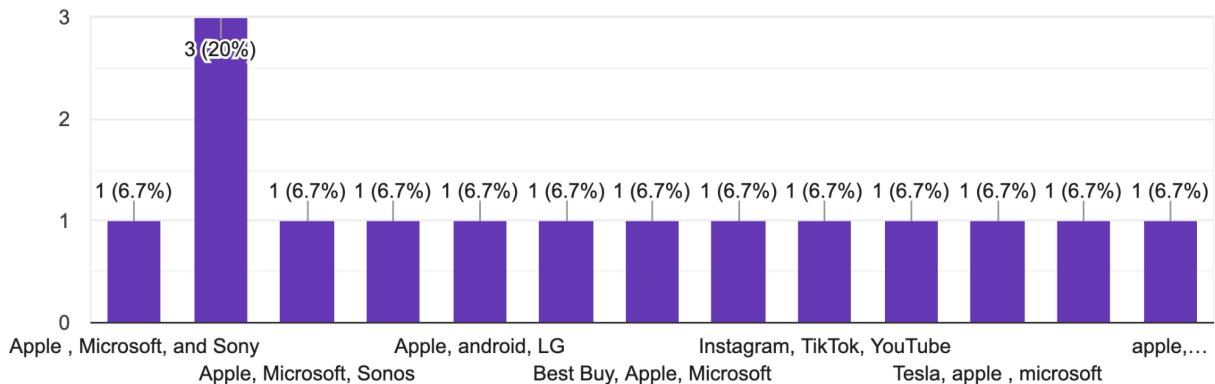
What do you think the roles and responsibilities of a brand designer are? Brief explanation.

15 responses

Bar chart data:
- Aesthetic looks, understandability…: 1 (6.7%)
- First to have a quality product. Se…: 1 (6.7%)
- 1 (6.7%)
- Quality-profit: 1 (6.7%)
- To attract the public to their produ…: 1 (6.7%)
- 1 (6.7%)
- To ensure the integrity of the bran…: 1 (6.7%)
- 1 (6.7%)
- 1 (6.7%)
- To make great quality items: 3 (20%)
- 1 (6.7%)
- 1 (6.7%)
- a bran…: 1 (6.7%)