

# Interactive media design: Stylescape

## Why?

The vision I had for LOOP was to be bold, fresh, creative and to stand out. To make sure this vision came across clearly to the audience I tested my stylescape with them.

## How?

I created a stylescape that existed on neon colours to emphasise on the bold part, an infinity logo that represented continuous creativity with matching round fonts. I tested this with the think aloud method.

## What?

The feedback I've received based on the think aloud:

- Replace the bright yellow with a more muted one for readability.
- Rounded logo and fonts don't feel bold. Replace this with sharp corners.

Based on this I replaced the bright yellow with a muted one. Made a new logo with sharp corners and used font that matches with the new logo to create a bold look.

## So?

My logo and fonts weren't the final choice, but my colour palette and overall vibe was thanks to the testing.

The test helped me make sure that my vision aligns with the target group's vision when thinking of LOOP's core values. I can now say that my design choices are validated and tested with the target group.