



Example Business Card Design Test Report

20 September 2022

N = 188 feedbackers (convenience sample of English speakers)

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Business Card Design Test

Comparison of card designs tested

Feedbackers (N = 188)

	Image 1	Image 2	Image 3	Average
KPIs				
Likeability	68%	71%	55%	65%
Original	69%	69%	67%	68%
Elegant	74%	72%	53%	66%
Polished	69%	73%	55%	66%
Fit for purpose	72%	81%	63%	72%
Trustworthiness	66%	76%	56%	66%
Intent to learn more	70%	72%	63%	68%
Summary KPI performance	70%	73%	59%	67%
Emotions				
😊 Happy	54%	53%	42%	50%
😄 Joyful	26%	31%	18%	25%
😌 Content	37%	35%	27%	33%
😜 Silly	7%	9%	15%	10%
😞 Sad	5%	2%	11%	6%
😡 Angry	4%	2%	4%	3%
😟 Worried	8%	7%	9%	8%
😵 Confused	19%	14%	31%	21%
😲 Surprised	29%	25%	24%	26%
😳 Embarrassed	5%	7%	10%	7%
😰 Nervous	5%	6%	10%	7%
😌 Calm	35%	33%	23%	30%
😄 Excited	21%	28%	17%	22%
😡 Disgusted	4%	3%	8%	5%

Business Card Design Test: Shitake Restaurant

Associations

Feedbackers (N = 188)

*“The business card indicates that it is an **Asian seafood restaurant**. Others also thought it could be a **Japanese** restaurant specifically, selling sushi or other fish dishes.*

First comments (full comments available in full report)

- | | | |
|--|---|---|
| 1. Japanese restaurant | 15. Simple and cute. Reminds me of salmon | 28. Spicy and tasty |
| 2. Classy, Asian, sushi | 16. Maximise your logo | 29. Modern and clean |
| 3. Restaurant card | 17. Shii. Shitaaa. Shitake? | 30. Fresh and fun |
| 4. Sushi, hungry | 18. Non-veg restaurant | 31. Sushi, food, Chinese |
| 5. Old fashioned pictures, like in the 1970s | 19. Japan, sushi, fish, mushrooms | 32. Symmetric and clean |
| 6. Shitake | 20. Sleek and to the point | 33. It's a sushi place |
| 7. It's an Asian Restaurant I guess and would like to try out some time. | 21. This is a seafood restaurant | 34. Food, dinner |
| 8. Visiting card | 22. Best restaurant | 35. Super catchy! The red dot to symbolize the Japanese flag |
| 9. Food-related card | 23. The first words that come to mind when seeing this business card is food and restaurant and shrimp and seafood. | 36. I think it's a hotel card |
| 10. Restaurants | 24. Free delivery | 37. Fish, bread, burger |
| 11. Family restaurant | 25. Delicious seafood | 38. Hungry, sushi sounds good. My eyes are drawn immediately to the pictograph that indicates the sort of food available. |
| 12. Restaurant, delivery | 26. Classic, vintage, understated | 39. |
| 13. Food, calm, relaxed, hungry | 27. Serious and functional | |
| 14. Burger restaurant | | |

Business Card Design Test: Shitake Restaurant

Likes and dislikes

Feedbackers (N = 188)

Likes



Dislikes



First comments (full comments available in full report)

1. Like the picture (12 responses)
2. Font + style. Simple classy
3. Good logo and easy to read font for business name
4. The Business name is well aligned.
5. The color contrasts very well with the background and the image is appealing while stating what the restaurant is about.
6. I like that the design is simple and clear.
7. Social media share
8. Red color is good to represent for meat
9. good info of the website and social media ids for easy availability
10. i like the picture so i know what kind of restaurant this is.
11. Like the overall design, the color scheme, the vertical layout
12. The text is all gathered in one place, very neatly, in beautiful and matching fonts.
13. Clearly indicates how to order or come in for their food.....

1. Dots are placed too far to the right
2. Don't like the fact there is no area code
3. Text is too small
4. These dots are just cluttering up the card design. Keep it simpler.
5. The border
6. Background color is not good
7. I would choose a different image
8. Phone number might be easier to read with dashes
9. I dislike how the website address is shown here.
10. The logo design could have been way better.
11. Waste of space
12. I don't like the name. The name should seem more compelling or even appetizing.
13. I do not like the renderings of the food.
14. Makes card feel cut off prematurely....

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