



# Example Graphic Design Feedback Report

10 August 2022

N = 193 feedbackers (convenience sample of English speakers)

CONFIDENTIAL



# Graphic Design Feedback

## Comparison of designs tested

Feedbackers (N = 193)

	Image 1	Image 2	Image 3	Image 4	Average
<b>KPIs</b>					
Likeability	77%	85%	87%	72%	80%
Original	82%	81%	74%	63%	75%
Elegant	67%	75%	76%	71%	72%
Polished	72%	81%	82%	71%	76%
Fit for purpose	86%	87%	77%	79%	82%
<b>Summary KPI performance</b>	<b>77%</b>	<b>82%</b>	<b>79%</b>	<b>71%</b>	<b>77%</b>
<b>Emotions</b>					
Happy	51%	49%	51%	48%	50%
Joyful	30%	28%	55%	28%	36%
Content	48%	32%	28%	38%	36%
Silly	5%	4%	4%	10%	6%
Sad	3%	5%	4%	2%	4%
Angry	2%	2%	1%	2%	2%
Worried	7%	6%	5%	8%	7%
Confused	13%	14%	7%	13%	12%
Surprised	23%	29%	30%	22%	26%
Embarrassed	8%	8%	4%	9%	7%
Nervous	2%	7%	10%	1%	5%
Calm	44%	27%	17%	27%	29%
Excited	21%	29%	54%	31%	34%
Disgusted	2%	2%	3%	3%	3%

# Graphic Design Feedback: CAT Associations

Feedbackers (N = 193)

*“ The design highlights that **heavy construction equipment** can be **powerful but expensive**. It shows the **messy and challenging nature** of work involving equipment like tractors, excavators or bulldozers.”*

## First comments (full comments available in full report)

- |   |   |   |
|---|---|---|
| 1. Someone is being worked very hard and they have to clean the tractor after work          | 11. A bold statement.                                   | 22. hard working machine for moving dirt and construction purposes. |
| 2. Construction   | 12. Strong, mechanical, capable.                        | 23. Mobility, simplicity  |
| 3. The first words that come to mind in this ad are tractor, dirt, yellow, cat and machine. | 13. Farming   | 24. that's a strong tractor   |
| 4. Man, expensive, loud, heavy, awesome   | 14. Work, heavy, powerful                               | 25. Caterpillar   |
| 5. Construction, dirty, expensive   | 15. Powerful. Heavy duty.                               | 26. Nobody moves more   |
| 6. Awesome CAT machine  | 16. earth mover   | 27. Human efforts easing machine                                    |
| 7. Powerful   | 17. construction, caterpillar machinery, hard work, men | 28. Building Contract.  |
| 8. Hard worker  | 18. barren land   | 29. landscraping machine is in working                              |
| 9. Excavator  | 19. Travel very difficult                               | 30. Weight lifting or clearing machine                              |
| 10. CAT engines rock, wish they still made semi engines                                     | 20. Builder, construction, mess                         | 31. Expensive   |
|   | 21. Dirt, Tractor, Power, Move, Farm, Worker, Labor     | 32. Clears everything   |
|   |   | 33. Bulldozer...  |

# Graphic Design Feedback: CAT

## *Likes and dislikes*

Feedbackers (N = 193)

### Likes



### Dislikes



#### First comments (full comments available in full report)

1. I like the machine (12 responses)
2. Realism with dirt
3. Have high contrast
4. Good use of space and contrast
5. Color and theme matches picture
6. I like the colors of the text. I also like how the truck stands out.
7. I like the cool picture of the tractor pushing dirt around in this image.
8. The advertisement of the Cat working in the dirt says it all.
9. It shows a nice clear image of the product being advertised.
10. Makes the machine look powerful
11. I like the equipment, never really saw something like this before
12. Like the pic. Message makes sense. The product is quality, and works.
13. I enjoy the imagery. It shows the product and someone using the product....
14. its very obvious the ad is about this mover...

1. this is a very dirty cloud and has rain in it
2. I dislike the placement of this website address.
3. Kind of confusing, blends a little
4. That the font is too small as well.
5. Deforestation?
6. text has been cut
7. I feel like the person should also be a part of the picture more.
8. It needs to have something other than the big sky behind it put a garden to show that in the USA we like to grow crops.
9. I don't like the dirt in front of the product your trying to sell, it obstructs the view
10. image doesnt appeal to me
11. the placement of being so close to the edge
12. i do not like ads that claim to be the best with no evidence to prove it.
13. The font was small...

## All-in-one survey platform

Trusted by global brands, Conjoint.ly has [all the features](#) you expect from a survey platform. What's more, it streamlines [finding respondents](#), [translation](#) of survey questions and respondents' answers, [subgroup analysis](#), and [direct exports to PowerPoint](#).

## Easy-to-use advanced tools

Conjoint.ly brings the best out of time-tested survey research methods, packaging them into simple tools for discrete choice methods ([conjoint analysis](#)), [Van Westendorp](#), [Gabor-Granger](#), [monadic concept testing](#), and more.

## Quality-first sampling

Reliable market research starts with [quality sample](#). With access to millions of consumer, healthcare, and B2B research participants, [tailored predefined panels](#), manual and automatic quality checks, we prioritise quality and deliver on speed and cost.

## Accessible support

Conjoint.ly offers accessible and reliable support to users of self-serve tools and on-demand custom projects. [Our team](#) are the go-to experts in product and [pricing](#) research techniques with experience across [consumer goods](#), [healthcare](#), [SaaS](#), and other industries.

**Log in**  
[conjointly.com](https://conjointly.com)

**Book a call**  
[conjoint.ly/consultation](https://conjoint.ly/consultation)

**Email us**  
[support@conjoint.ly](mailto:support@conjoint.ly)