Summary Report 2 (6 responses in 4 weeks)

On Brief

- Even though they are not excited, the respondents largely seem to be satisfied with the existing logo. The respondents largely appreciate its simplicity.
- However, there is a sense that the existing logo does not fully reflect Fluid's identity.
- Inclusion, Openness, Community and Flexibility are considered the main attributes that should be reflected by Fluid's logo.
- Even though two third of respondents didn't make any suggestion in terms of improving the logo, all of them made interesting observations when they had to address what they dislike on the existing logo. Therefore issues of uniqueness, memorability, inclusion, cosmopolitanism and language were pointed out.
- Two third of respondents didn't express any suggestion in terms of color.
- All respondents do not see any image, icon, symbol or trademark incorporated into Fluid's logo.
- Largely the respondents didn't see direct competitors to Fluid or they expressed disagreement when the concept of 'competition' is applied to Fluid.
- JQuery and Dojo were pointed as the most known related family software to Fluid however some respondents expressed critiques around their current logos.
- In terms of differentiator factors of Fluid, the following were mentioned: customization, cosmopolitism of community, people over technologies, design over code, and accessibility before slickness.

On Detail

Sixteen (16) closed and open questions were performed. Six (6) respondents addressed them invariably. Here are the summaries and the brief comments for each question.

1. Who you think is Fluid's audience and how would you characterize it?

- People from institutions that have interest in educational and cultural resources.
- People from universities and educational organizations (researchers, organizational staff and teachers).
- Developers, designers and other people interested inclusive technologies and open-source developments.
- Professionals that try to bring inclusiveness into their projects.

2. Please describe the Fluid project in three or more keywords

All keywords: Customization, Accessibility, Community, Inclusion, Open-source, Tools, Culture, Education, Team, Design, Unusual, Thoughtfulness, Flexibility, Usability, Playfulness.

Keywords patterns: Inclusion/Inclusiveness (3), Community (3), Accessibility (2), Open-source (2), the rest one time expressed.

3. How would you characterize the current Fluid's logo?

Response	Chart	Frequency	Count	
Not compelling		0%	0	
Barely compelling		33%	2	
Compelling		50%	3	
Extremely compelling		0%	0	
Other, please specify:		17%	1	Details »
		Total responses:	6	

Compelling – 50% | Barely Compelling – 33% | Other (Adequate) – 17% Not Compelling and Extremely Compelling – 0%.

4. Does the current Fluid's logo reflect the project's identity?

Response	Chart	Frequency	Count	
Yes		20%	1	
No		40%	2	
Other, please specify:		40%	2	Details »
		Total responses:	5	
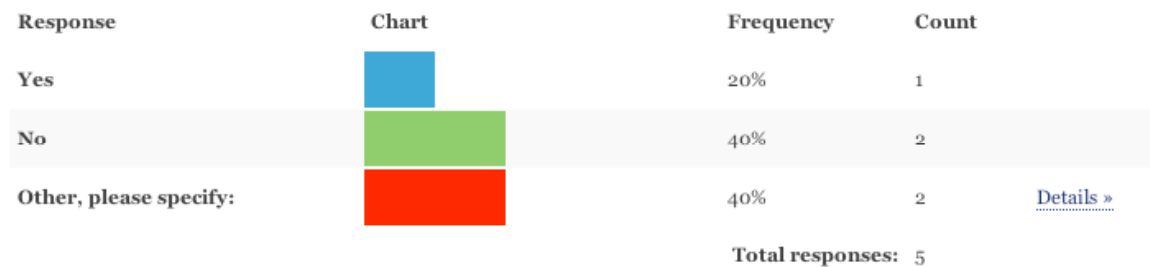
Other (neutral, refinement need) – 40% | No – 40% | Yes – 20%.

5. What you like about the existing logo?

The respondents largely appreciate the simplicity of the existing logo. One respondent has mentioned 'easy–to–remember' quality and another one has indicated the versatility of current logo version in terms of color, also compact and readability features. The same respondent appreciates much more the current logo than the previous one in http://www.fluidproject.org . Two respondents appreciate the typeface and they qualify it as compact, attractive and friendly.

6. What meaning the star/asterisk from the current Fluid's logo suggests to you?

Some respondents (2) have associated the asterisk sign with inclusivity and diversity. One respondent has mentioned signification of opening to ideas and contributions. One respondent see a star and not asterisk without explaining the significance. One respondent didn't know what to respond. And one appreciates that it doesn't mean anything than serving an aesthetic purpose.

7. What you dislike about the existing logo?

One respondent was mentioning the need to be much more memorable, versatile (modular with different projects) and unique (refinement of typo & asterisk combination).

Another respondent didn't have any particular critique to the existing logo yet the respondent asserts: "there's nothing about it that "says" inclusion or accessibility."

One respondent has pointed that would prefer an alternative to the English word that composes the logo. Here is the reasoning: "Although everything we do is English based we do take internationalization seriously and using an English word in the logo may not reflect that."

One respondent finds previous Fluid logo iterations (green and purple) outdated.

One responded finds it 'rather plain' and not reflecting "the cosmopolitan nature of the project".

One respondent wasn't sure what dislikes at the current logo.

8. How would you improve it?

Two third (66%, 4 out 6) of respondents didn't make any suggestion in terms of improving the logo.

One respondent has made suggestions such as:

- Giving it more visual weight and compactness.
- Reinforcing the nexus between the asterisk and the text (I think that the asterisk is a bit far the text.
- Making it more versatile (maybe having a range of colors for different applications).
- Preparing a guide of application, to have different versions, controlling at the same time its implementation.

One respondent wrote that wants more color, "shapes or geometry that implies the nature of the project".

9. Do you have particular colors that you would like to see in Fluid's logo? If so, explain your reasons behind using these colors?

Two third (60%, 3 out 5) of respondents didn't express any suggestion in terms of color.

A common pattern of the other 1/3 refers to a preference for "bright", "saturated", "alive", "fresh" and "energetic" colors than "the current muted greens and purples". One respondent has mentioned that Fluid logo color should reflect the youngness of the team and to suggest a humane, warm

touch. The same respondent has mentioned saturated blue–turquoise (for technological aspect) and range between red–orange (for humanistic aspect).

10.   Are there any images, icons, symbols or trademarks you need to incorporate into Fluid's logo?

All respondents do not see any image, icon, symbol or trademark incorporated into Fluid's logo. One respondent has reminded that wants to see the logo playing well in the company of the logos of specific Fluid projects.

11.   What qualities of Fluid would you like see reflected by Fluid's logo?

All keywords: Inclusivity and Openness, Dynamic, Evolution, Youthfulness, Futuring, Collaboration, Community, Inclusive design, Simplicity, Quality, Thoughtfulness, Flexibility, Playfulness.

Pattern keywords: Inclusion (4), Openness (3), Community (3), Flexibility (2), all the rest are mentioned one time.

A respondent points out: "Fluid is not about technology, it's about people".

12.   Where will the Fluid's logo be used?

All the respondents have mentioned both the online and offline usage of the logo.

13.   Who are Fluid's competitors, and how do their logos reflect their specific identities?

Largely the respondents didn't see direct competitors or didn't agree with the concept of 'competition'. One respondent has referenced that the collaborative nature of Fluid is not compatible with the notion of competition.

However, one respondent has tried to identify potential competitors for Fluid and they were grouped as:

a) Open-source communities. The most of them have very casual identities, not really developed. Some of them have fresh, colored identities that reflect their distance of typical business organizations.
b) UX studios or companies. They usually have a fresh, light, very simple but compact identity (prioritizing the less-is-more). In some cases, their identity is based mainly in typography variations (Maya, Fjord, SmartDesign, Ideo,...)
c) Research teams in universities. They use to have very little developed, naive identities. In some cases, these non-elaborated identities can reflect some entropy.
d) Software companies. The range is wide, from very conservative to very innovative identities. In all cases, the logos seem to try to reflect the company's strength against competitors, and it's uniqueness.

Two respondents have mentioned JQuery and Dojo competitors yet their logos are not considered exciting by the respondents. One respondent finds the JQuery logo bad design, looking like for a telecommunication company.

Other respondent mentioned Sprout Core and Spring Source as communities that take an inclusive interest.

14. What is your first impression of competitors' logos (what feeling, if any, do they create at first glance)?

In the same note of the question 13th, half of respondents didn't comment under this section.

However, the respondent who mentioned JQuery and Dojo logos went further asserting that "jQuery's is based off the hat from Devo, so it doesn't really say much. Dojo's just shows you how to pronounce their name."

The respondent who classified potential competitors under question 13th has continued giving an idea about what kind of logos different inclusive groups exhibit:

"a) Open-source communities. For those that have not really developed identities, I think that they are too techno-centered (I sometimes think that they only pay attention to the technological side of the development, not to the humans that use it). For fresh, colored identities: good! They are open-minded, like to have incomes from different professional profiles.

b) UX studios. I generally really like them. Maybe it's a professional bias, but I like their simplicity and memorability.
c) Research teams. When the identities are naive, I think that they don't have much into account the world outside.
d) Software companies. When too conservative, I think that this must be a reflection of its internal organization, perhaps too hierarchical and frozen in time. In all cases (conservative or innovative), they never put themselves at the same lever that the viewer, but much above (not very friendly)."

One respondent finds appealing some logos for other development frameworks/toolkits, qualifying them with terms like 'freshness' and 'connection to nature'.

15. List competitive companies and website URLs, if possible:

Only respondents who have addressed questions 13th and 14th have offered also some connections under this section:

http://dojotoolkit.org/
http://jquery.com/
http://jqueryui.com/
http://dojofoundation.org/
http://sproutcore.com/
http://www.springsource.org/

Open-source communities:
– Drupal (http://drupal.org/)
– http://moodle.org/
– http://www.mediawiki.org/wiki/MediaWiki
– http://www.ruby-lang.org/es/

UX Studios:
– Ideo (http://www.ideo.com/)
– SmartDesign (http://www.smartdesignworldwide.com/)
– Maya Design (http://www.maya.com/)
– Cooper (http://www.cooper.com/)
– Adaptive Path (http://www.adaptivepath.com/)
– Fjord (http://www.fjordnet.com/)

Software companies:

- Microsoft (http://www.microsoft.com/es-es/default.aspx)
- IBM (http://www.ibm.com/us/en/)
- Oracle (http://www.oracle.com/es/index.html)
- HP (http://www8.hp.com/es/es/home.html)
- Apple (http://www.apple.com/)

("The above software companies are not really Fluid competitors, but can have some distant conceptual relationship", has noticed the respondent)

16. What makes Fluid different from its competitors? Can you capitalize on this difference by incorporating it into the look of Fluid's logo?

Same response pattern identified under questions 13th, 14th, 15th applies under section 16th.

Those who responded underline the focus on inclusivity as a particular feature of Fluid. It is mentioned Fluid as software to be highly customizable. A respondent also has mentioned diversity of people involved in Fluid's components, agility of the team and community and research component of Fluid. Another respondent emphasizes people over technologies, design over code, accessibility before slickness when refers to things that differentiate Fluid from others.