

# How they read the signs



## READABILITY

**96%**

**clear, understandable**

23% (8 of 34 who offered suggested improvements) noted that the word "sushi" should be enlarged or otherwise clarify that it's a sushi restaurant.

## OVERALL IMPRESSIONS

**83%**

**like it/love it**

A few respondents suggested leaving out the word "sushi" altogether. It's unclear why. It's worth noting that few respondents are from the target market.

## BASED ON SIGNS ALONE

**63%**

**would try BoxPark**

One respondent said that the font used in "exotic" is not as legible as it could be.

## COLORS

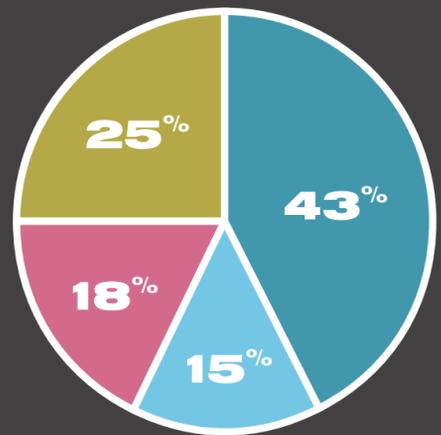
WHAT DO THEY MEAN?



24% of respondents described the colors as "aged"... "retro, like from the 1980s"... and "Colors can be more exciting and more attractive."

## TAGLINE

WHAT DOES IT SAY?



- Eating here is a new experience every time.
- Sushi is interesting.
- Sushi is an adventure.
- You'll like it enough to eat here often.

Some respondents said they do not consider sushi "exotic". Another noted that the word should be changed. Although that is the impression, advertising can change popular perception.

## UTENSILS GRAPHIC

WHAT DOES IT SAY TO YOU?



- There's something here for everyone.
- Food served here.
- It's a comfortable, yet adventurous, place to eat.
- I don't know.
- I could get used to eating here.

**“It comes across as general food to me instead of really great sushi.”**

40 people were surveyed to get impressions of the BoxPark Sushi signage. It should be noted that 43% of respondents are non-consumers of sushi. The research rendered positive results for readability and overall impressions. However:

- 23% of respondents suggested enlarging "sushi" so that it is clear what kind of restaurant it is, and
- 24% of respondents said the colors are not youthful enough.

These 2 items should be considered for possible revision and improvement.