



Feedback:

Thank you for your designs – we like them a lot. Sorry for the delay – it took a while for everyone in the team to give feedback and converge on a final decision.

Our top choice are your icons on the toolbar (1st and 2nd row) with the following adjustments:

- Grey icon background instead of purple for all icons (and another color for white, e.g. black)
- Icons in 1st row are otherwise good to go
- 2nd row, 5: Just a W without the star (we removed the other W icons for simplicity)
- 2nd row 2, 17, 18, 22, 23: We prefer your icon design from the other versions here if you can swap these designs out (see 3rd row above) – background would still be grey as for the others (2 can still be 3-color but no checkmark; 23 is hard to read in 2nd row)
- 2nd row 7, 9 and 20: We prefer something like the examples in the 4th row since the tools look like these examples (20 is just an example of what one of the cluster maps actually looks like – we're looking for a map here with color concentrations; could be like what you had for the basemap (3rd row) with a color separation that looks less like a trend line)