

Influence of aesthetics, ergonomics and anthropometrics on design, development and manufacture of products

Form over function:

- Aesthetics over functionality
- Aesthetics as the prime driver
- Supporters advocate the aesthetic qualities of products contributing towards an overall aesthetically pleasing environment
- Form is the main focus of the design

Examples: Juicy Salif, Bertea kettle

Form follows function:

- Functionality over aesthetics
- Functionality as the prime driver
- Product should be fit for purpose without any unnecessary decoration

Examples: F1 cars, Wind turbines, Racing bikes