

Applied Design Tools & Interfaces

Aesthetics & Decision Making

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Perceptions & UX

Are perceptions really that important?

Yes. Our experiences & reality are based on perceptions of the world...

A research presentation at the 2007 CHI conference addressed this topic.

Produced some
interesting **results...**



Perceptions & UX

So do attractive things work better?

Yes. Wait no... Umm maybe?

This has been a point of contention for many years.

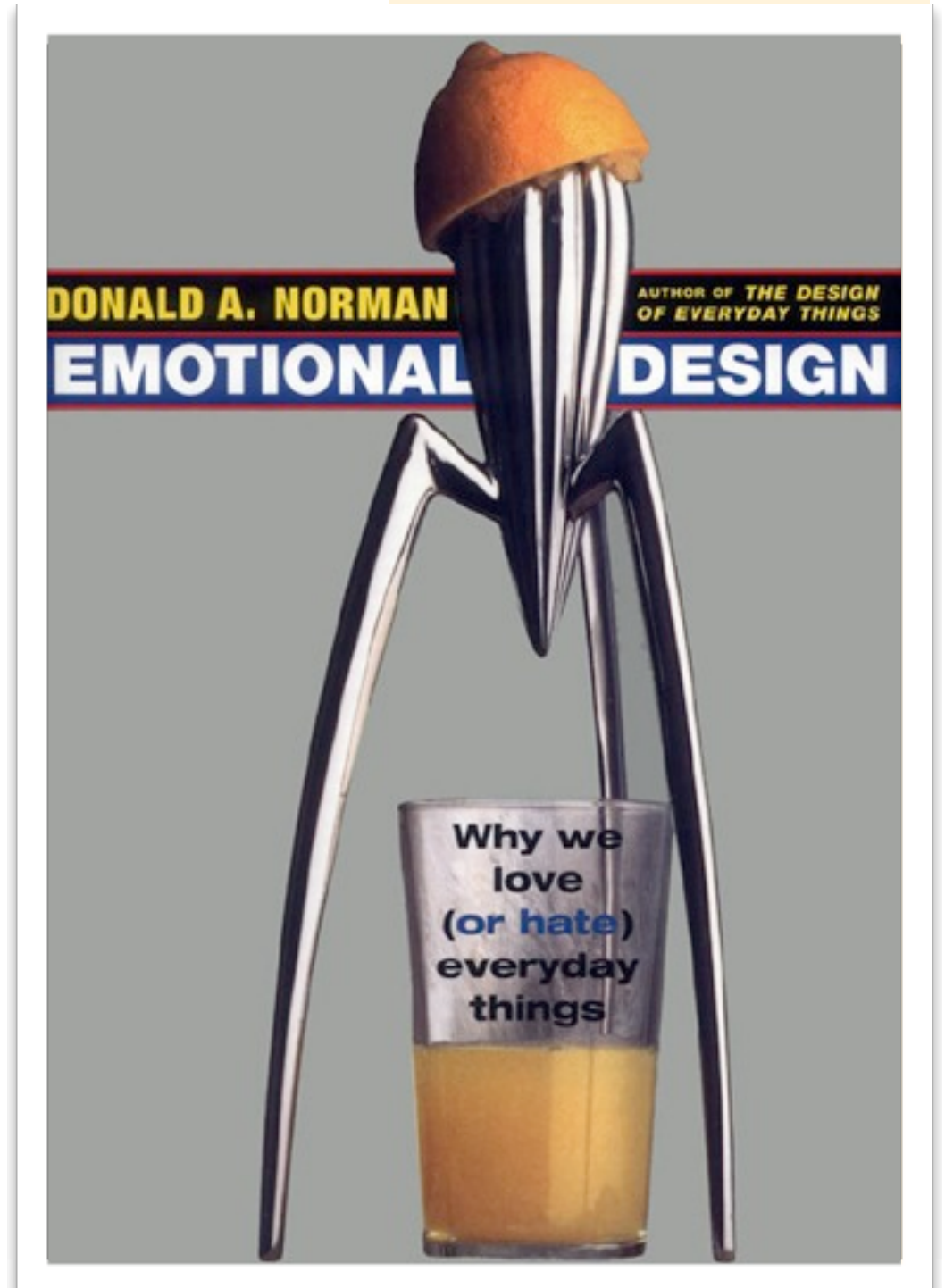
“Usability first” experts see success in terms of usability concerns.

- ▶ Faster task completion and workflow.

Others believe form is just as important as the usability of an artifact.

- ▶ Helps us engage with the artifact.

So what's the verdict?



Perceptions & UX

So do attractive things work better?

The ATM Study.

Researchers set up two functionally equivalent ATMs.

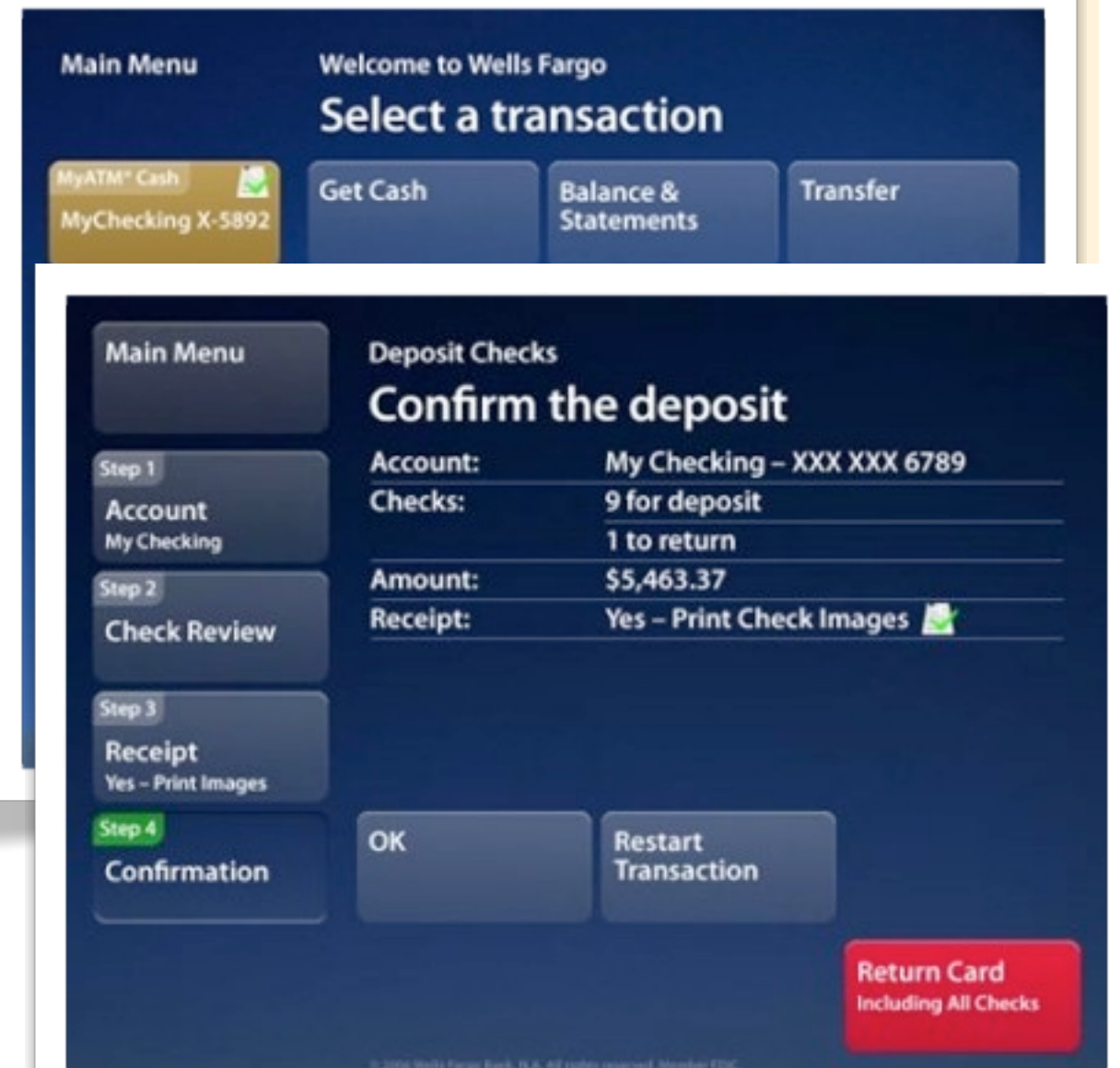
- ▶ Identical in function, options and workflow.

The results showed that participants had less difficulty operating the nicer looking ATM.

- ▶ Also perceived it to function better.

The explanation Norman cites is two fold:

- ▶ When we are relaxed, our brains are open to problem solving.
- ▶ Humans are also generally more tolerant of things we find attractive.



Aesthetics & Decision Making

How it all comes together

How does cognition & affect form decision making?

Industrial Design acknowledges how emotions play into decisions making.

- ▶ These aesthetic attributes are now reinforced via the product and its marketing campaign.

In many ways, interactive design is late to the party...

Leverage the *Aesthetics* of a solution to create a **perception**:

- ▶ now use that **perception** to influence a decision through *emotion*.

