Full Sail University

Applied Design Tools & Interfaces

Aesthetics & Usability

Aesthetics & Usability

What's the relationship?

Can one compensate for the other?

Compare & contrast these two buttons.

Which **one** would *you* click on?

Aesthetic Usability Effect: suggests when users interact with aesthetically pleasing designs, they find it easier to use than designs that do not focus on aesthetics at all.

Aesthetics & Usability

Do products have a personality?

How can an inanimate object have a personality?

Remember this:

‣ Users identify or avoid certain personalities.

‣ Trust is related to personality.

‣ Perception and expectations are linked to it.

‣ We choose products that are an extension of ourselves.

‣ We treat advanced technology as though it were human.

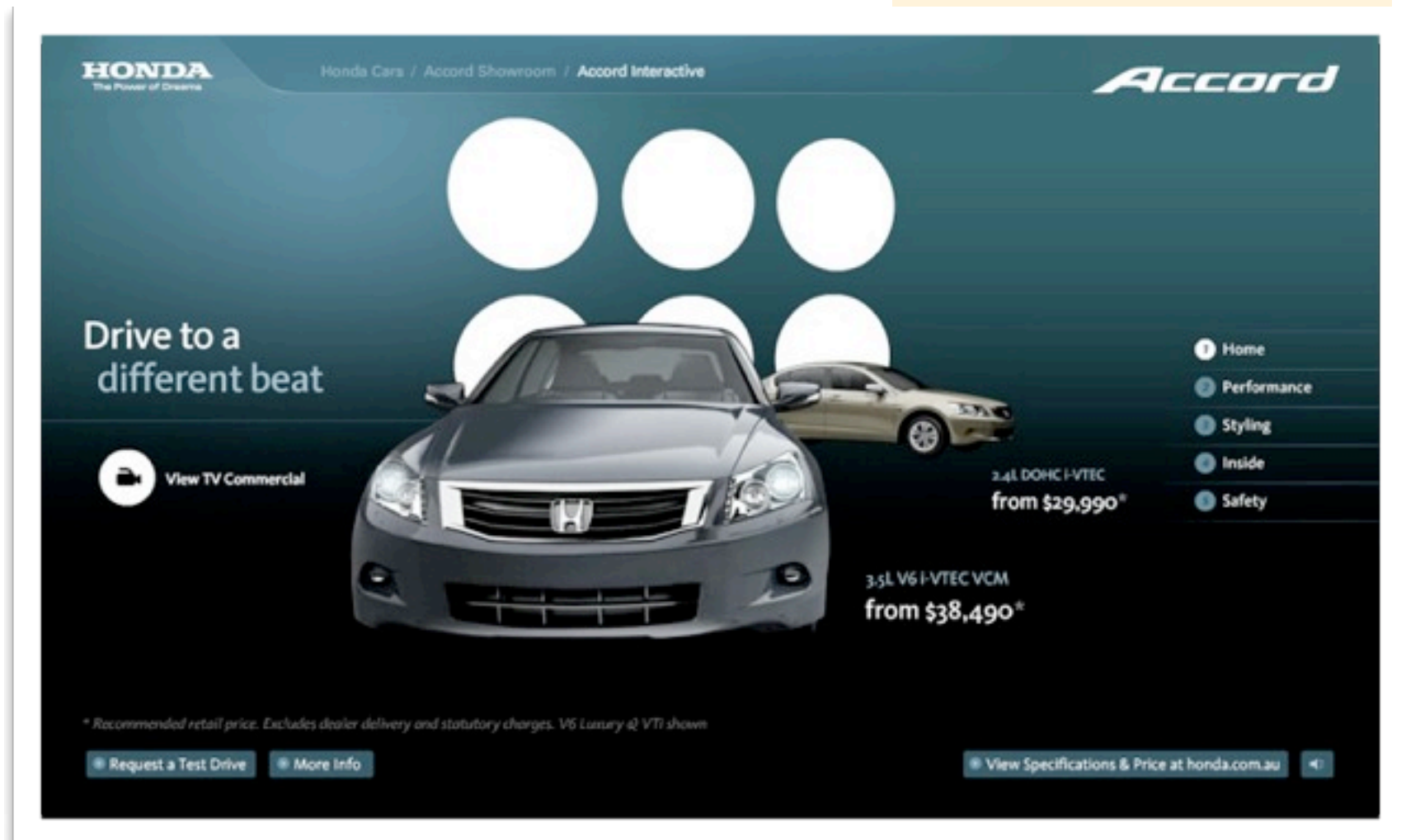# Aesthetics & Usability

Can I trust you?

Judging a book by its cover.

A Stanford 2002 study showed how easily users were impacted by visual design factors.

Visual design factors such as:
- ‣ Layout
- ‣ Typography
- ‣ Color Palette
- ‣ Personality

Website users form a first impression
in as little as 50 milliseconds

Aesthetics & Usability

Can I trust you?

Judging a book by its cover.

These initial impressions will carry over; even after having been exposed to the solution.

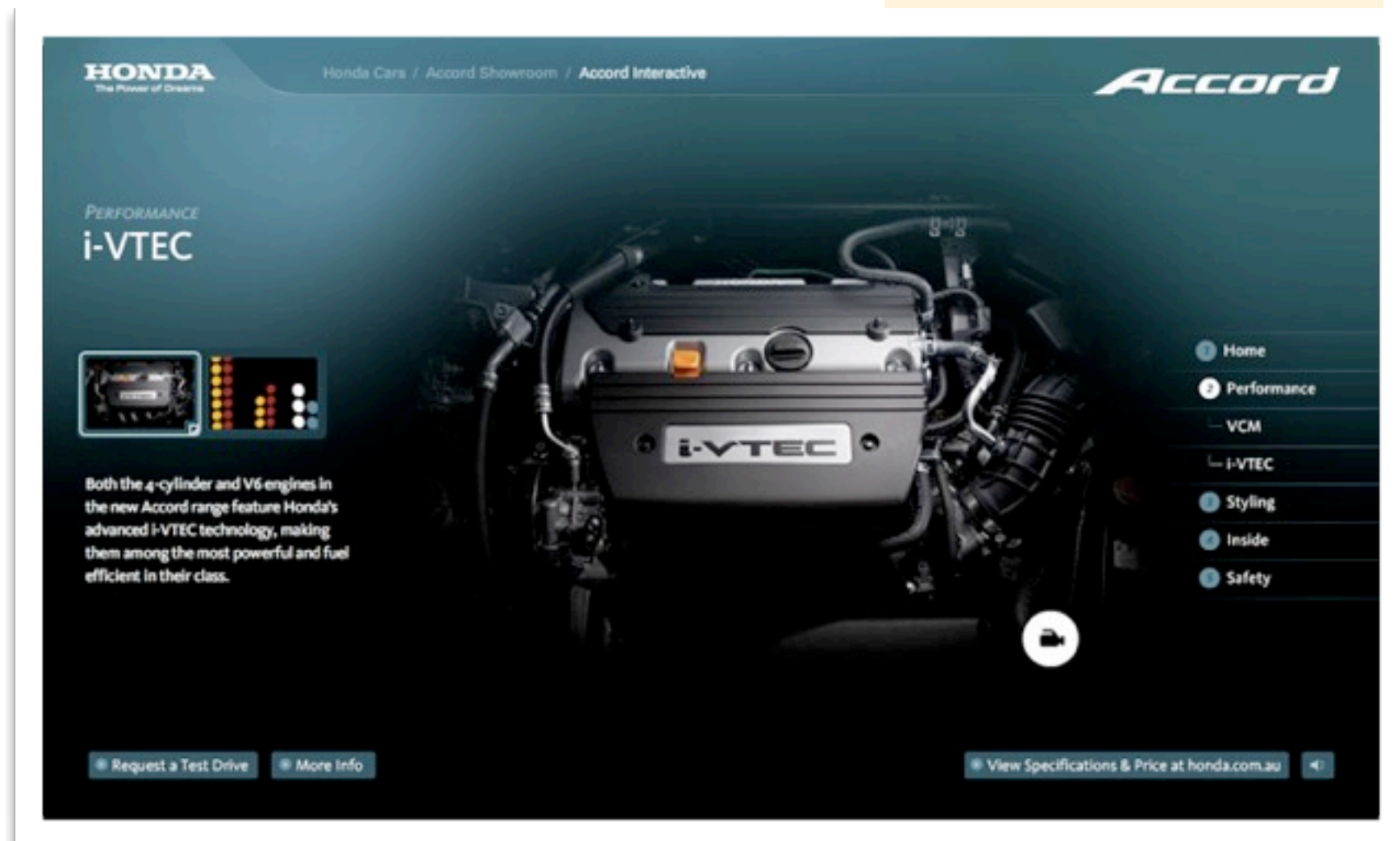

Which one would you trust with your credit card info?

Aesthetics & Usability

How can I create trust?

Be attentive to visual design; sweat the little things.

Attention to detail on the front end implies that the same careful considerations has been applied to all aspects of the solution.

Implies trust in the solution and the organization that owns it.

Aesthetics & Usability

Perceptions of time

This is taking forever...

One of the biggest challenges in terms of UX is the perception of time.

‣ Long waits can kill an experience
‣ Frustrates user, impacts instant gratification

It's important to carefully manage the **perception of time**.

Apply the Theme Park approach to pre loaders and progress indicators

Aesthetics & Usability

Perceptions of time

This is taking forever...

New Scientist ran an experiment in which 9 variations of progress bars were tested:

- ‣ Pulses that became more frequent as the bar progressed = "moving faster".
- ‣ Bars with ripples moving left appear to move faster than those moving right.

Managing a users perception of time now gave the illusion the tasks moved 11% quicker than it really did.

So are faster cycles better in managing perceptions of time?

Not necessarily, a better approach might be to use a slower cycle.

- ‣ Slower indicator may give the illusion the download happened quicker.