Full Sail University

Applied Design Tools & Interfaces

Intro to Aesthetics

Aesthetics

What is it?

Sounds like a big word.

Deals with the mental state created by the visual imagery in question.

Sometimes referred to as judgments of sentiment and taste.

Plays an important role in human decision making.

Logo of the Month

SPARTAN

GOLF CLUB

Aesthetics

How does it relate to UX Design?

Is it really just about making it look nice?

It's how we leverage visual cues to create a mindset that encourages interactions.

Used to enhance the experience with the UI.

Why is it important?
- ▸ Users first impressions directly influenced by it's aesthetic value.
- ▸ Users base the credibility of a site based on its appearance.

Aesthetics

An often misunderstood topic

Contrary to what you may think, its not just window dressing.

The aesthetics of a solution are often treated as a "theme" or window dressing.

Usability & Aesthetics are treated as two separate considerations.

Lost is the understanding of the role aesthetics plays in decision making.
- ▸ How we come to know, feel & respond.

Aesthetics

The Candle Problem

How cognitive performance is impacted by suggestion.

Functional Fixedness: a cognitive bias that limits us to using an object only in the way its traditionally used.

The challenge: attach the candle to wall in a way that no wax drips on to the table.

The exercise produced some interesting results:

- ‣ Age is a factor.
- ‣ Presentation is everything.
- ‣ Did incentives help?
- ‣ Does effect influence success?

Candles, Aesthetics & UX?!

What's the connection?

What does solving a challenge have to do with design choices?

Everything!

We leverage these design options in order to elicit a response from others.

- ▸ Ultimately, our job is to **encourage** *interactions*.

- ▸ Interactions that assist users in completing a task.

Candles, Aesthetics & UX?!
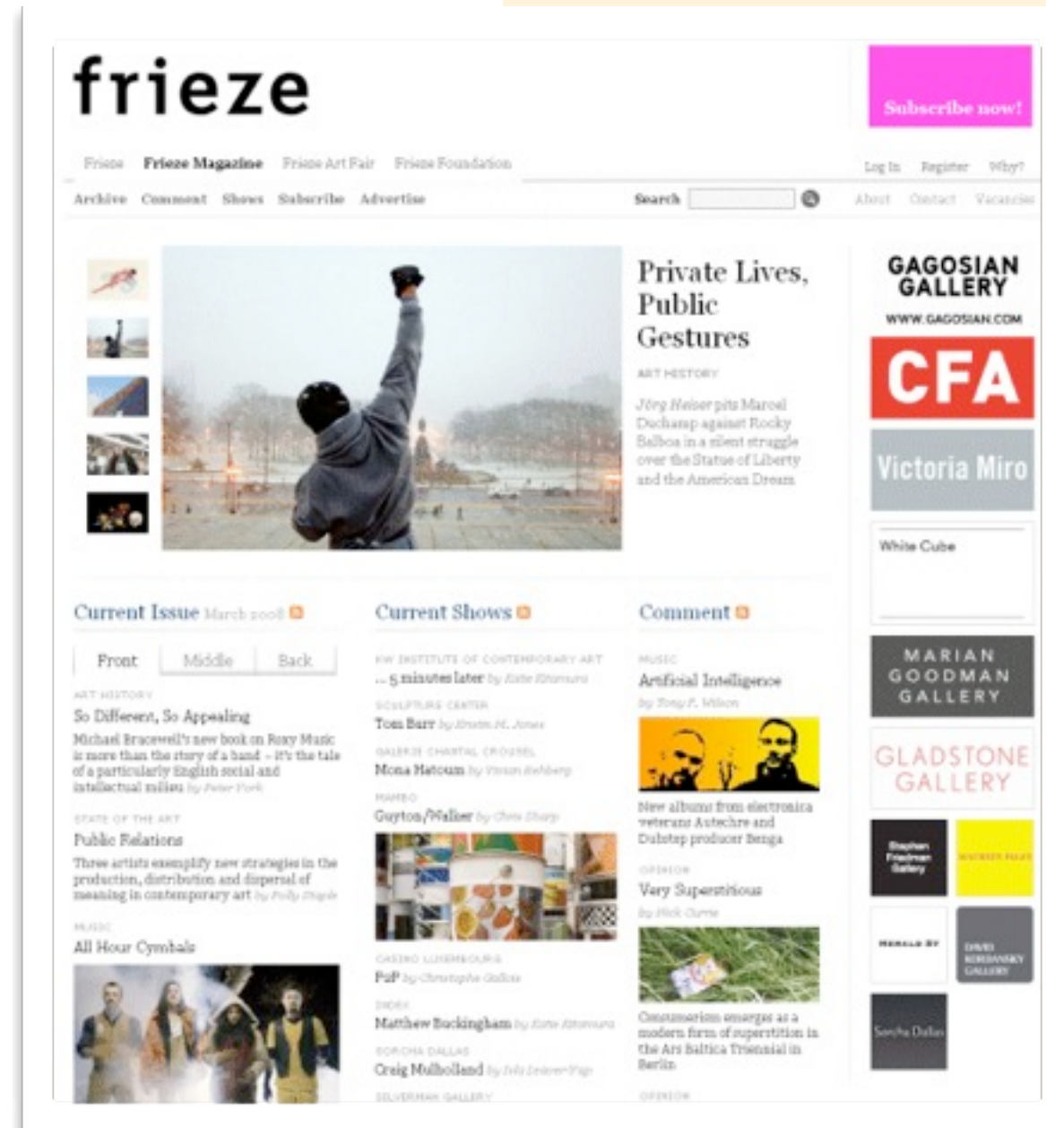
What's the connection?

So how do I choose between different design options?

Think about how visual cues encourage intended interactions.

Design choices should influence:
  ‣ perceptions
  ‣ elicit desired responses
  ‣ assist a persons ability to complete a task.

When addressing visual UI objects, focus on the intended effect of these objects.

Why Aesthetics?

It's about the senses

It incorporates all the senses, not just the visual.

Good UX Design incorporates any type of stimulus.
- ‣ Visual Design
- ‣ Motion
- ‣ Sound
- ‣ Tactile

It's not just about the artistic merit of the UI elements but also how people respond to these elements.

How do these design choices influence understanding and emotion.

How does understanding & emotion now influence behavior?