GUI Design & Aesthetics

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What is GUI Design?

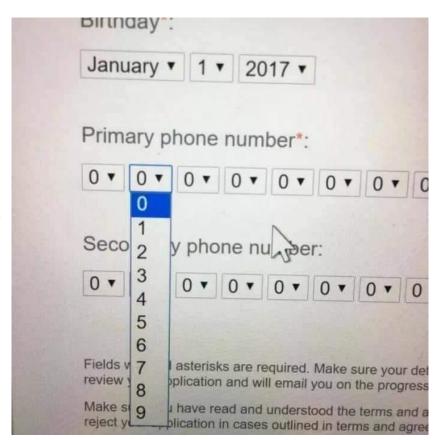
- process designers use to build interfaces
- focuses on looks or style as well as usability and user experience
- users interact with visual representations on digital control panels like smart-watch, computers, etc

What are aesthetics?

- branch of philosophy that deals with the nature of beauty and taste
- what people like to look at, hear, feel, smell or taste, and why they like these things
- set of principles concerned with the appreciation of beauty

Importance of GUI Design

- Look at the following GUI
- In terms of usability we can see, the UI on the right is barely usable
- Barely any thought was put into the user experience part



Importance of GUI Design

- User Interface Design is important because it can make or break your customer base
- It creates fewer problems, increases user involvement, perfects functionality and creates a strong link between your customers and your website.

Importance of Aesthetics

- Aesthetics elevates the mind
- They are a set of visual queues that display forethought, order, comfort, familiarity, simplicity, inviting ergonomics, functionality of the product
- They are important aspects to please the viewer or end user of a product
- It incentivizes the user to use the product more