

Examination Roll No - 18312911011

Date & Time - 04/12/2021 @ 9:30 AM

Name of Program - Btech (IT & MI)

Unique Paper Code - 911713

Title of Paper - Visual Art & Aesthetics

Semester & year - VII semester / IV year

Q.4

## Importance of Aesthetics while designing a product:

- 1) Experience Journey - A designer studies each touchpoint, every environment of use & every moment of interaction. Same product may have different meaning to different people on their content. Aesthetics helps to understand a person's objective behavior & underlying motivations. It impacts every touchpoint along the product journey.
- 2) Content & Understanding - Aesthetics helps to understand a product and its content. The customer experience is directly linked to understanding as revealed by aesthetics.
- 3) Materiality - Product aesthetics are expressed through materials. They position products as unique when compared with competitors. So, the surface what we hold and touch is more crucial than ever. Consumers expect perfection.

4) Engagement & Adoption - Aesthetics help compels people to look, touch & engage with something new & it fastens adoption of innovations by providing delight & sparking emotional connections.

5) Emotion & Image - Form elicits an emotional reaction. ~~The~~ The best product design evokes an emotional response from users. People choosing products in part to project the image of themselves that they want from the product.

Aesthetics starts with form. But form, ~~mean~~ meaning & function flow from each other in product design. This circular links & its impact on the user experience. It is the essential value of aesthetics in product design.