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The main point to this article is EMOTION. What was previously perceived as the essential elements of design to be “Form follows function” the current interpretation would put emotion at the forefront of the design. Human emotion has a large share in tempting consumer to connect with a product as well as the simplicity of the design. Mr. Job was a marketing genius; he understood the design had to have a human element to it in a sense of emotion, familiarity, simplicity and ease of interaction and use. He also understood human weakness and dependency and capitalized on it.