

Examples of Aesthetic usability effect

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Example 1:

iPhone



The iPhone today has become a very popular product and is used and consumed by many people. This is not hard to see when the iPhone includes features such as being able to change multiple wallpapers (Lock Screen and Home Screen) and the ability to constantly change the overall appearance of this device by simply changing external covers, this allows the user to make the device personal by adjusting appearances to what is aesthetically pleasing for the user.

The iPhone also incorporates a simple yet affective layout design where all functions are represented as square buttons on the main screen. The text that is associated with the function of the button, which is found underneath the icon, is limited to one or two words this helps to make this device easy to read and therefore easy to use.

The applications (apps) that users are able to download are another example of aesthetic usability. Again, this feature that the iPhone has, allows users to personalise their device by downloading apps that they wish to have, plus it also looks appealing having a number of different coloured square buttons on the home screen spaced evenly apart, making functions easier to access with just a touch of a button on the screen. However like all technical devices and equipment, problems do arise. It is due to Apples appealing use of aesthetic usability which prevents users to become annoyed or agitated when problems do happen, they are more understanding. It seems that users become attached to their iPhones and build a somewhat 'relationship' with their device.

Example 2:

Cars



Cars are another example where aesthetic usability is affective. The mechanics of cars of the majority are all the same, an engine, gear box, brakes, accelerator etc. So what makes cars different from one another? The answer is, the appearance, design and aesthetics. In order to differentiate one car from another, it's important to have a good design which uses the aesthetic usability effect. This design then draws in the consumer or person that wishes to own this car.

For example there is the saying that red cars go faster, was this based on the person being biased because they thought that red cars look better when compared to other coloured cars? Even though red cars are built exactly the same to any other coloured car, just because it is painted in red, people believe it will drive faster.

When you look at the image above you can see two Ford Mustangs, however one is new and the other is old. From this you can see the development of aesthetics as time has moved on. Depending on your personal preference you would like either the new or the old. Through this choice people personalise their cars with number plates, colour and accessories. Through the aesthetic usability effect users personalise their cars by giving them character as well as identity and in effect if something goes wrong with their car they become less irritated and more worried from their attachment to the car. They then become desperate and are more understanding and also forgiving towards the dealer or company when this happens due to their attachment to the car that has been influenced by the aesthetic usability effect of the car.