

Aesthetic Usability

Aesthetic designs are perceived as easier to use than less-aesthetic design.



less-aesthetic designs

- suffer from a lack of acceptance
- lead to negative *usability mood*

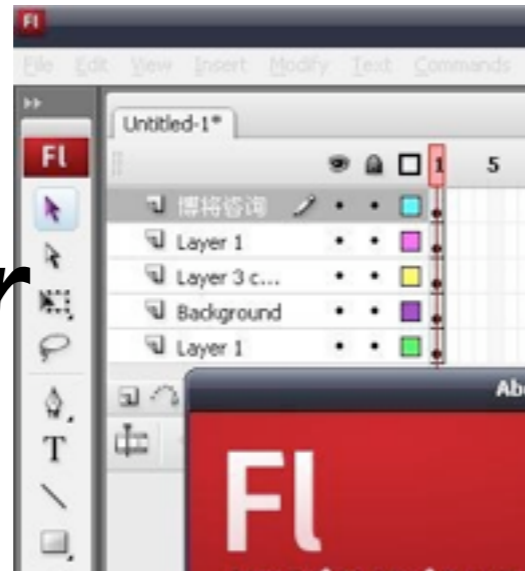
aesthetic designs

- appear more useable than they actually are
- evoke feelings of patience and affection

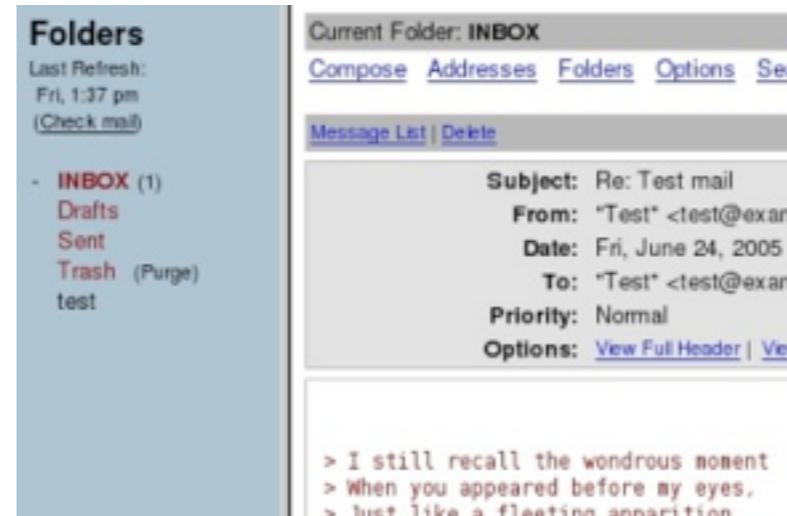
The aesthetic-usability effect has long term impact!



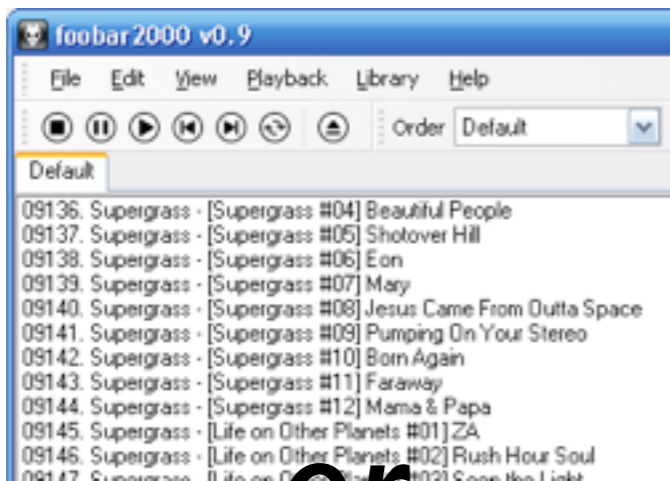
What would you prefer to use?



or



or



or

