UX Myths collects the most frequent user experience misconceptions and explains why they don’t hold true. And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

AESTHETICS ARE NOT IMPORTANT IF YOU HAVE GOOD USABILITY

There are usability practitioners who completely dismiss the importance of aesthetics, often citing unattractive but popular websites such as Craigslist. However, aesthetics do have a function. Attractive things work better. Studies show that emotions play an important role in the users’ experience.

If a website has a pleasant visual design, users are more relaxed, tend to find the website more credible and easier to use. A positive first impression - usually based on looks rather than interaction - determines the value of the website on the user’s behalf. Aesthetics also tell a good many about your brand, product or service. They show that you care.

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