The interrelationship between Aesthetics and Ergonomic Aspects in the process of Product Design

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Abstract:
Despite the awareness of industrial designers and producers of the importance of design aesthetics and the extent of the impact of this on the user’s purchasing decision, and taking decisions specific to the design aesthetic, the ergonomic aspects and human factors have become the attention of researchers because of their significant contributions in raising the efficiency of use and functional and productivity, and ease of use, Human comfort and its relationship to the product and the work environment. The research aims to uncover the relationship between the aesthetic shape of the product and the ergonomic aspects related to the work environment and the extent of their impact on increasing the demand for the product and raising its competitiveness in light of the changing purchasing and usage culture of the user. And the importance of research appears in setting a list of indicative requirements that govern the relationship between the aesthetics of the product shape and the ergonomic and usage aspects depending on the degree of product need for both sides and the degree of complexity of the product and its basic function depends on the designer in reviewing his design and doing the survey for users and seeking their opinion as part of studies and analysis in The research stage and studying the user characteristics before the process of developing design ideas and solutions in an attempt to improve the aesthetic value and the ergonomic value of the product.

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