

DESIGN HIERARCHY OF NEEDS



Aesthetic beauty innovative interactions design perceived to be of the highest level.

CREATIVITY



Empower people to do more and better design perceived to be high level.

PROFICIENCY



Design is forgiving, easy to use design perceived to be of high level.

USABILITY



Stable and consistent performance design perceived to be low value.

RELIABILITY



Design works, meeta
basic functional
needs, design perceived
to have little to
no value.

FUNCTIONALITY