UNIT 11: DESIGN & INNOVATION

PART 1: Introduction & Interview (4–5 minutes)

Answer the following questions. Give reasons and examples where possible.

1. Do you enjoy using products with modern design?

drawn to	intuitive and efficient	minimalist design	overall experience	well designed

Yes, definitely. I'm particularly (1) _____ products with **clean,** (2) _____ because they tend to feel more (3) _____. When something is (4)_____, I don't have to think too much about how to use it—it simply works, which really enhances the (5) _____.

easy on the eye	in everyday use	nothing worse	on the surface	well thought out

Very much so. When a product is (6) _____, it makes life easier rather than getting in the way. I especially appreciate designs that are (7) _____ but also practical, because there's (8) _____ than something that looks good (9) _____ but doesn't deliver (10)_____.

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2. How important is design when you buy something new?

indicator of	paid attention to	significant role	thoughtfully designed

Design plays a (11)_____, though it's not the only factor. I usually see it as an (12)_____ **quality and usability**. If a product looks (13)_____, I'm more likely to trust that the manufacturer has also (14)_____ its performance and durability.

deal-breaker	hand in hand	poorly designed	think twice

It's fairly high on my list, though I wouldn't say it's a (15)_____ on its own. Good design often goes (16)_____ with usability, so if something feels awkward or (17)_____, I tend to (18)_____ before buying it—even if the price is attractive.

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3. What kind of design do you find attractive: simple or detailed?

clarity of purpose	feel cluttered	simple design	visually appealing

I strongly prefer (18)_____. In my opinion, simplicity often reflects (19)_____. Overly detailed designs can (20)_____, whereas a simple layout tends to be more (21)_____ and easier to interact with, especially in everyday products.

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draw the line	fewer distractions	less is more	rather than	smoother experience

I'm firmly in the "**(22)**_____" camp. Simple design usually means (23)_____ and a (24)_____. When designers know where to (25)_____, the result is often something timeless (26)_____ trendy.

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4. Have you ever used a product that was beautifully designed but difficult to use?

extremely sleek	frustrating to use	hidden behind	user-friendly

Yes, I have. I once used a smart home app that looked (27)_____, but the navigation was **far from** (28)_____. Many essential features were (29)_____ multiple menus, so despite its attractive appearance, it was actually quite (30)_____.

figuring it out	nightmare	state-of-the-art	wore off

Yes, quite a few times, actually. I once bought a smartwatch that looked (31)_____, but the interface was a (32)_____. After a while, the novelty (33)_____, and I realised I was spending more time (34)_____ than actually using it.

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5. Do you think people today care more about design than in the past?

digital interfaces	exposed to	no longer	priorities	user experience

I'd say yes, largely because we're constantly (35)_____ **well-designed products and** (36)_____. As a result, people's expectations have risen. Design is (37)_____ just about appearance; it's also about **convenience, efficiency,** and (38)_____, which weren't always (39)_____ in the past.

first impressions	in terms of	make or break	spoilt for choice

Without a doubt. These days, people are (40)_____, and design can easily (41)_____ a product. With social media and online reviews, (42)_____ **matter** more than ever, so companies really have to **raise their game** (43)_____ design.

🔑 Idiomatic expressions:

- ☒ *user-friendly*
- ☒ *cutting-edge*
- ☒ *minimalist / sleek*
- ☒ *intuitive interface*
- ☒ *sustainability*
- ☒ *functionality vs aesthetics*
- ☒ *ergonomic*
- ☒ *mass production*
- ☒ *innovative solution*
- ☒ *easy on the eye*
- ☒ *deal-breaker*
- ☒ *hand in hand*
- ☒ *less is more*
- ☒ *draw the line*
- ☒ *state-of-the-art*
- ☒ *wore off*
- ☒ *spoilt for choice*
- ☒ *make or break*
- ☒ *raise their game*

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