

UNIT 11: DESIGN & INNOVATION

PART 3:

1. Do you think innovation is more important than aesthetics?

adds real value	in the long run	quickly fades	visual clarity
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I think innovation tends to be more important (1) _____, because it determines whether a product actually solves a problem or (2) _____. Aesthetics may attract users initially, but without innovative features or meaningful improvements, that interest (3) _____. That said, innovation is most effective when it is supported by good design, as (4) _____ helps people understand and use new ideas more easily.

drives progress	first impressions	hand in hand
strike a balance	visually unappealing	unlikely to adopt

I wouldn't say innovation is *more* important than aesthetics; rather, the two should work (5) _____. While innovation (6) _____ by introducing new solutions, aesthetics plays a crucial role in shaping (7) _____ and emotional engagement. A product may be innovative, but if it is (8) _____ or difficult to use, people are (9) _____ it. In my view, the most successful designs are those that (10) _____ between technological innovation and visual appeal.

aesthetics still matters	defines	functional value
refines the experience	sets the foundation	shapes

I'd argue that innovation (11) _____, while aesthetics (12) _____. Without innovation, design becomes superficial, offering little (13) _____ beyond visual appeal. However, (14) _____ because it influences how approachable and trustworthy a product feels. Ultimately, innovation (15) _____ what a product can do, whereas aesthetics (16) _____ how people relate to it.

2. How does good design affect people's daily lives?

On a broader level	reduce frustration	significant impact	sustainable choices
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Good design has a (17) _____ on everyday life by making routine tasks more efficient, intuitive, and even enjoyable. Well-designed products (18) _____, save time, and help users interact with technology more naturally. (19) _____, good design can influence behavior by encouraging healthier, safer, or more (20) _____, which shows that design is not just about appearance, but about improving quality of life.

easy-to-use

figuring out

raise expectations

shapes daily life

Good design (21) _____ in subtle but powerful ways. When products and services are thoughtfully designed, people spend less time (22) _____ how things work and more time using them productively. This reduces stress and increases convenience, whether it's through intuitive apps, well-planned public spaces, or (23) _____ household devices. Over time, good design can (24) _____ and change how people interact with the world around them.

daily interactions

goes unnoticed

mental effort

smoother routines

Good design often (25) _____, but its absence is immediately felt. When systems and products are designed well, (26) _____ become seamless and almost invisible, allowing people to focus on their goals rather than the tools they are using. In this sense, good design reduces (27) _____ and supports (28) _____ across work, travel, and communication.

3. Do people pay enough attention to design when buying products?

brand reputation

concern after purchase

design-conscious

everyday technology

I think people are becoming more (29) _____ than in the past, especially when it comes to (30) _____ like smartphones or apps. However, many consumers still focus primarily on price or (31) _____, often overlooking how well a product is actually designed. In some cases, design only becomes a (32) _____, when usability problems start to appear.

depends largely on

high-use items

in favour of

usability and appearance

I would say attention to design (33) _____ the type of product. For (34) _____ like phones or household appliances, people tend to care more about (35) _____. However, for cheaper or less frequently used products, design is often overlooked (36) _____ cost or convenience.

buying process

immediately visible

inefficient to use

underestimate

In my opinion, many people (37) _____ the importance of good design because its benefits are not always (38) _____. Consumers often only realise how crucial design is when a product feels awkward or (39) _____. This suggests that design is valued more subconsciously than deliberately during the (40) _____.