

## A Study on the Application of UI Design in Shaping Product Image

Xin Meng<sup>1, a</sup> Chong Feng<sup>1</sup> YuChuan Ji<sup>1</sup>

<sup>1</sup>Shandong Labor Vocational and Technical College, Jinan City, Shandong Province, 250022, China

<sup>a</sup>email:

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**Abstract.** In the information age, digital products are increasing, and UI design has received extensive attention and promoted the establishment of enterprise product image, becoming an important part of the implementation of enterprise design strategy. UI design in shaping product image is mainly reflected in two aspects, respectively are hardware design and interface design. Hardware interface and software interface design need to follow certain principles, such as the unity and difference. On this basis, the role of UI design can be brought into play and guide the shaping of enterprise product image.

### Introduction

With the rapid development of society and economy, the creation of product image needs constant innovation and Reform, due to a single product design can not fully display the product profoundly, and fail to meet the needs of consumers. Therefore, in the product design process, the hardware interface design and software interface design should be combined to promote the full display of product, and meet the psychological needs of consumers. With the support of UI design, the product has the characteristics of personalization, promoting the successful shaping of product image.

### Product Interface and Product Image

**Product interface.** Interface design is important in product design. As a medium, it can provide the information of products. The specific interface includes hardware interface and software interface. With the rapid development of the computer technology, the computer science has been integrated with many disciplines, such as psychology, design and ergonomics. On the basis of the interdisciplinary, a new discipline has become gradually, that is, the science between human and product interface. With the support of computer technology, network technology and information technology, the design of human machine interface has received an extensive attention.

In the process of product design, the user interface realizes the information exchange and transmission between human and product, as well as the product operation. Under the background of continuous improvement of science and technology, product has a certain complexity, which is mainly the organic combination of product and high-tech. When executing functions, it is mainly implemented in micro-model, so that the product appearance can not explain its internal function effectively. Therefore, it is important to play the role of UI design. For instance, when individual cannot comprehend the usage of products, it is necessary to study the digital software interface and entity interface of products.

UI design is important for the product, which provides a convenient operation interface and meets the needs of people. Through the use of products, consumers can form a clear understanding

of the stability, reliability, technical content and quality of products. At the same time, it provides consumers with a beautiful and reasonable display interface, which allows users master the internal and external information of products comprehensively. Furthermore, UI has a direct impact on a product image establishment. Through a personalized and humanized design, it promotes the shaping of enterprise product image. Therefore, UI design has been launched in more and more enterprises, so that the product images of enterprises are more and more perfect as well.

**Product image.** Product image is the core content of product design, which is directly related to the design, development, manufacture and use of the product. Under the influence of unified images, the internal quality and external appearance will maintain a high degree of unity.

The composition of product image is mainly divided into three parts, respectively are core image, formal image and additional image. The core image can also be called the quality image, which is mainly embodied in the function, quality and utility of products. The formal image can also be called the visual image, which could be reflect by product appearance, color, packaging and brand. At present, the homogenization of products is very serious so that the formal image is difficult to distinguish the quality of products. And we should pay attention to the internal operation interface of products, so as to highlight the formal image of products. The additional image is mainly reflected by the corporate culture and service.

### **The Embodiment of UI Design in Shaping Product Image**

**The hardware interface design.** The hardware interface design combines the color, material and form to promote the formation of product interface. It is an important method of product image information transmission, and plays an important role in the traditional product modeling.

1. Color design. Color design plays an important role in product design. It can promote the transmission of product information, and is a key content for product modeling. Through the color design, the product differentiation could be distinguished obviously on the basis of different colors and shades. Therefore, the color is important in the process of people's life and production due to its certain role in recognition.

At the same time, color has a strong sensitivity and a certain symbolic meaning, which have impacts on consumers. The color is an abstract language, and it is one of the elements of visual aesthetics. Through a color, individuals' psychological emotion and visual perception could be reflected vividly. Therefore, the effect of color is direct and strong for consumers, and enable them to have more and more profound impressions on products. In addition, a color has an important influence to artistic formation of products. Thus, the color, material and shape should be combined so as to the product vitality and image could be reflected prominently.

2. Material design. Material design is one of the basic elements in product design. When contacting products, the main contact objects are product materials, such as surface texture and external appearance, which could directly convey product images. Through a material, consumers could understand products' attributes, such as natural attributes, social attributes and technological attributes.

3. Form design. Form design is important for product image building. The "shape" mainly refers to the material form of the product, that is, the shape of the product; the "state" mainly refers to the shape and appearance of products. In the process of product design, the designer launches form design with special shapes, by which designers realizes the transmission of ideas and thoughts. When receiving above information, consumers would inspire their desire to purchase.

**The software interface design.** Software interface design is also called the information interface design, mainly reflected in digital products. The software interface includes the interactive

behavior and product appearance, and both of software interface and hardware interface could display the enterprise image. For instance, the software interface of Apple has strong characteristics of individuation and humanization, attracting consumers' attentions and showing the affinity of its digital products (As shown in Fig.1).



Fig.1 UI design of Apple mobile phone from 1<sup>st</sup> generation to 7<sup>th</sup> generation

Software interface design is made up of graphics, and should follow consumers' thinking habits. At this stage, the main form of software interface is graphical user interface, which has the features of graph, window and button. The above features embody the control methods during human cognition, and ensure individuals' consistency between visual presentations and behaviors. At the same time, the icons belong to abstract symbols. They have a certain significance, which not only guide the operation of consumers, but also stimulate the imagination of consumers.

### The Principle of UI Design in Shaping Product Image

**Otherness.** In the process of shaping product image, UI design should adhere to the principle of difference, which could be reflected in the following aspects:

One is figurativeness. The figurativeness and topicality are reflected in the same products. In product design, the figurativeness and topicality should be insisted, and the latter means the unique and different characteristics of products. For instance, the design of Apple has a distinctive theme. However, its product images has a huge difference through UI design. With the assistance of UI design, Apple set up a unique style due to its UI design, by which Apple promotes the formation of self-brand and achieves a great success.

Another is innovation. In people's activities, innovation is the manifestation of human wisdom. With the continuous improvement of people's comprehensive quality, innovation has become a manifestation of people's comprehensive ability. Innovation is an important criterion for the evaluation of design. In the process of UI design, we should make use of scientific design language, and make reasonable choice of the way of use. Therefore, the innovation of UI design is the efficient use of science and technology, which could promote the design innovation.

**Uniformity.** In the process of UI design, the uniformity should be conformed. In general, uniformity could be divided into two aspects.

The first is simplification. In the UI design, the simplification of interface should be ensured, so that the user's operation and usage will be more simple. Meanwhile, the design language and information could be simple as well, so that the return process will be more secure and simple at the end of operation. At present, both the form of design and the mode of use should be constantly

innovative in the process of product design, which not only meet the requirement of consumers, but also is beneficial to the molding of simple and vivid products. Therefore, it is quite important to shape the product image in UI design.

The second is topicality. UI design and product design is consistent with its topicality. The adherence of topicality will increase the display of enterprise image, product image and software image, and highlight the positioning and culture of products. Therefore, UI design and product design should pay more attention to the creation of topicality. Through an effective design, products achieve consumer guidance. On the basis of consumers' psychological satisfactions, it is conducive for the realization of consumer behavior and the establishment of a good enterprise image. It makes the theme of enterprises, products and software more impressive to consumers. In the process of business design, topicality is easy to form brand effects. Under the function of enterprise sustainable management, the product images will be integrated into the user's ideology gradually. In addition, with the insistence of unique product design styles, users will gradually accept the characteristics of brand.

In the process of UI design, the system design theory should be adopted. Under the guidance of the above theory, each product will have similar design features. On this basis, the product will give users a common sense of use and visual perception. In addition, in the process of enterprise publicity, we can use the brand effect to achieve the promotion of enterprise products. At the same time, the product designs have a high degree of unity of themes. Therefore, the maintenance of design topicality requires a long-term investment. In the initial stage, the design theme should be clearly defined, and the unity and coherence should be maintained in UI design stage. On this basis, the theme, culture, value and emotion of products could be highlighted.

## **Summary**

To sum up, this paper mainly studied the application of UI design in shaping product images, analyzed the performance of its hardware interface and software interface design and expounded the principle and positive significance of UI design. It is believed that the role of UI design would be maximized, the product images would be shaped as well.

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