

THE ROLE OF DESIGN PSYCHOLOGY IN BRANDING AND BUSINESS SUCCESS

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Annotation

this article will talk about the fact that today it is radically developing in the field of business, methods of starting a business, successful organization, to what extent the importance of psychologists is and the role of Design Psychology in branding and business success.

Keywords

business, development, activity, opportunity, success, psychologists, design, preference.

Аннотация

В этой статье рассказывается о том, что сегодня происходит в сфере бизнеса, о способах открытия бизнеса, успешной организации, о том, насколько важны психологи и о роли психологии дизайна в брендинге и успехе бизнеса.'

Ключевые слова

бизнес, прогресс, деятельность, возможность, успех, психологи, дизайн, предпочтение.

Annotatsiya

Ushbu maqolada bugungi kunda biznes sohasida tubdan rivojlanayotganligi, biznesni boshlash, muvaffaqiyatli tashkil qilish usullari, psixologlarning ahamiyati qay darajada muhimligi va Brendlash va biznes muvaffaqiyatida dizayn psixologiyasining o`rni haqida so`z boradi.'

Kalit so`zlar

biznes, taraqqiyot, faoliyat, imkoniyat, muvaffaqiyat, psixologlar, dizayn, afzallik.

In the modern world, business planning plays an important role in the success of any business. This is especially true for entrepreneurs in Uzbekistan, where the rapidly developing market offers many opportunities and poses serious problems for business. A properly structured business plan will open the doors for investors, partners and customers and serve as a solid foundation for your project.

Since no one's position completely isolates people, the ability to correctly express one's opinion can actually help and hinder the elimination of barrier-free barriers to career growth. In order to overcome all obstacles and avoid mistakes in working negotiations, it is advisable to delve deeper into the principles of management psychology and business communication.

Types of business contacts

The business world does not accept the way of conversation that is used in our daily lives. The task is complicated by the emergence of a new technology of business communication, such as the Internet, behavioral psychology in the network is a very special science.

Design psychology plays an important role in branding and business success. Design psychology is a science that studies people's attitudes towards design and provides useful information to optimize branding and marketing strategies in business.

What is design psychology and why is it important?

- Design psychology studies how the human mind responds to design elements (colors, shapes, typography, space, etc.) This knowledge helps designers create more effective designs to attract consumer attention, create emotional attachment, convey the message correctly, and encourage action.

- Why it is important: design psychology gives the business the following advantages:

- * Increase brand awareness: the right design helps to create brand identity and differentiate it from competitors.

- Increase consumer engagement: the engaging design attracts consumer attention, prolongs the time spent on websites and apps, and encourages interaction with content.

- Creating an emotional bond: through design it is possible to instill confidence, admiration, satisfaction and other positive emotions in consumers towards the brand.

- * Increase sales: effective design encourages consumers to buy a product or service.

- * Improve user experience: the design ensures that users work comfortably and efficiently with a website or application.

Basic elements of Design Psychology:

- Color psychology: colors can evoke different emotions in people. For example, blue represents confidence and calm, red represents energy and

excitement, and green represents nature and health. Brands should use colors that suit their target audience.

* **Typography:** fonts can also change the tone of the message. Classic and easy-to-read fonts are suitable for serious business, and unusual and modern fonts are suitable for creative business.

- **Forms:** forms also evoke different associations in humans. Round shapes represent friendliness and security, while rectangular shapes represent stability and reliability.

* **Space:** the elements of space (white space, space) give the design the opportunity to breathe and focus on the main elements.

- **Images:** Images (photos, graphics, illustrations) help to convey the message visually and create an emotional connection.

Examples of the use of Design Psychology in business:

* **Logo design:** the logo is the face of the brand. In logo design, it is important to reflect the values and personality of the brand through colors, shapes and typography.

- **Website design:** website design should ensure user comfort and intuitive navigation. Colors, fonts, and images should reflect the brand's identity and encourage visitors to act purposefully (buy, register, communicate).

- **Application design:** the application design should improve the User Experience (UX) and meet the needs of the target audience.

- **Marketing materials:** for advertising banners, brochures, social networks, content design should attract attention, convey the message correctly and encourage action.

- **Package design:** the packaging design of the product should distinguish the product from the competitors, attract the attention of customers and influence the purchase decision.

Design psychology is important in branding and business success. By understanding consumer attitudes towards design, a business can increase brand awareness, attract customers, create an emotional bond, and increase sales. Therefore, business should pay attention to the principles of design psychology when making design decisions. Psychologists are specialists in interpersonal relationships, communication and leadership, so their knowledge is very valuable for the upper floors. They can participate at the strategy level, train senior managers in the organization more effectively in leadership styles, or assess their relationship with subordinates.

: Psychologists also diagnose and advise on the workflow, that is, what roles are assigned in the company, how the tasks in the company are structured, information that supports these tasks, etc.

Companies are made up of people and the workflow affects them. The workflow, aimed at reducing working time and accelerating its completion, allows you to relieve employee mobility, automate methods, simplify the process of information exchange, improve decision-making.