

## **The Communication Between Visual Aesthetic Criteria of Product with User Experience and Social Sustainability: A Study of Street Furniture**

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**Abstract :** This study aims to discover the relationship between the factors of aesthetics, user experience, and social sustainability concerning the design of street furniture and the impact of these factors on the emotional arousal of citizens to encourage and make them prefer to use street furniture. The method used in this research included extracting indicators related to each of the factors of aesthetics, user experience, and social sustainability from the articles and then selecting indicators related to the purpose of the research in consultation with industrial design experts and architects. Finally, 9 variables for aesthetics, 7 variables for user experience, and 5 variables for evaluating social sustainability were selected. To identify the effect of each of these factors on street furniture and to recognize their relationship with each other. A 10-scale prioritization questionnaire, from 1, the least amount of importance, to 10, the most amount of importance, was answered by architects and industrial designers on the "Pors Line" online platform for three consecutive weeks, and a total of 82 people answered the questionnaire. The results showed that by using aesthetic factors in the design of street furniture and having a positive impact on users' experience of using the product, we could expect the occurrence of behavioral factors, such as creating constructive interaction and product acceptance so that the satisfaction of the user in the use of street furniture and optimal interaction in the urban environment is formed, followed by that, the requirements of social sustainability will be met.

**Keywords :** visual aesthetic, user experience, social sustainability, street furniture

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