



Year : 2018/19

62951 - Product design and user´s perception

Syllabus Information

Academic Year:	2018/19
Subject:	62951 - Product design and user´s perception
Faculty / School:	110 -
Degree:	330 - Complementos de formación Máster/Doctorado 562 - Master's in Product Development Engineering
ECTS:	4.5
Year:	330 - Complementos de formación Máster/Doctorado: XX 562 - Master's in Product Development Engineering: 1
Semester:	Half-yearly
Subject Type:	Optional, ENG/Complementos de Formación
Module:	---

General information

Aims of the course

Context and importance of this course in the degree

Recommendations to take this course

Learning goals

Competences

Learning goals

Importance of learning goals

Assessment (1st and 2nd call)

Assessment tasks (description of tasks, marking system and assessment criteria)

Methodology, learning tasks, syllabus and resources

Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. During the lectures the teacher will explain the necessary theoretical contents and solve "model" case studies to prepare a project. This project is the most important part of the course and will take the form of an experiment to analyze the aspects that

influence and how it is perceived/the expectations of the user/costumer. It can be done individually or in pairs, depending on its scope and workload.

Learning tasks

The course (4.5 ECTS: 112.5 hours) includes the following learning tasks:

- Lectures (30 hours).
- Practice sessions (30 hours).
- Project (52 hours).
- Autonomous work and study (7.5 hours).
- Assessment (3 hours).

Syllabus

The course will address the following topics:

1. Applications of Neuromarketing, case studies.
2. The process of perception in the selection and purchase of products activities.
3. Experimentation in product design and user perception.
4. Methods of capturing conscious and unconscious response (such as eye-tracker. Face reader, sensors, etc.).
5. Techniques of data analysis for experimental studies of product design and perception.

Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class.

Bibliography and recommended resources