

62951 - Product design and user's perception

Syllabus Information

Academic Year: 2020/21

Subject: 62951 - Product design and user's perception

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 330 - Complementos de formación Máster/Doctorado
562 - Master's in Product Development Engineering

ECTS: 4.5

Year: XX

Semester: 330 - Second semester

562 - Second semester

Subject Type: 562 - Optional

330 - ENG/Complementos de Formación

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

The student must demonstrate that he/she has achieved the anticipated learning outcomes through the following assessment activities:

Option 1

This option is aimed at those students who can regularly follow the activities of the course (both the practical and the theoretical sessions). In this case, the evaluation will consist in the realization of a global assessment test in the exam period on the day established by the School. Throughout the course one or more practical works will be carried out, which must be delivered and presented on the day the global assessment test takes place. The quality of the documentation presented by the work team as well as the defense thereof will be valued, and will account for 100% of the student's grade. It will be mandatory to carry out these practical work(s) as a group. For the evaluation of these practical works the professors will be able to propose systems of evaluation by peers, in which the own students will evaluate the performance of their teammates during the accomplishment of the works and / or practical cases and that will serve to determine the qualification of each student in the practical part.

Option 2

This option is aimed at those students who can not participate in the learning activities of the course on a regular basis. In this case, the evaluation will consist in the realization of a global assessment test identical to that of Option 1, with the difference that the practical work(s) will be carried out individually.

4.Methodology, learning tasks, syllabus and resources

4.1.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.

4.2.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).

4.3.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.

4.4.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.

4.5.Bibliography and recommended resources