

## 62951 - Product design and user's perception

### Syllabus Information

**Academic year:** 2024/25

**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:** 562 - Master's in Product Development Engineering: 1

330 - Complementos de formación Máster/Doctorado: XX

**Semester:** Second semester

**Subject type:** 562 - Optional

330 - ENG/Complementos de Formación

**Module:**

### 1. General information

Through the Project Based Learning methodology, the student is expected to be an active part of their own learning through the execution of a product design project. In it, they study the influence of the product design on the consumer's perception from the realization of prototypes and user tests.

### 2. Learning results

Upon completion of this subject, the student will be able to:

- Know and understand the basic concepts of the relationship between formal image and perception.
- To be able to plan, design and analyse an experimental test to relate certain attributes of the formal design of a product with the user's perception of it.

### 3. Syllabus

The subject works on the following contents:

- Introduction to the influence of design on user perception.
- The process of perception in product selection and purchase activities.
- Search of bibliographic documentation to carry out a scientific study.
- Experimentation in product design and user perception.
- Methods of capturing the user's conscious and unconscious response.
- Data analysis techniques for experimental studies of product design and perception.
- The preparation of a scientific article.

### 4. Academic activities

This subject is mainly practical.

The learning process revolves around the realization of a practical work (usually in a team) consisting of an experiment to analyse the influence that aspects of product design have on the perception and expectations of the user and/or potential buyer, which must be materialized in the writing of a scientific article as if it were submitted to a journal.

During the program of theoretical sessions, the contents necessary for the practical work will be developed, always with an eminently practical approach through case studies and examples

### 5. Assessment system

The student must demonstrate that they have achieved the expected learning results by means of the following assessment activities:

- Throughout the term there will be one or more practical assignments. They must be handed in and presented on the day of the global test and will account for 100% of the student's grade. This practical work must be carried out in groups. The teachers may propose peer evaluation systems, in which the students themselves will evaluate the performance of their teammates during the works. It will be used to determine the grade of each student in the practical part.

In accordance with the regulations of the University of Zaragoza, in the subjects that have continuous or gradual evaluation systems, a global evaluation test will also be scheduled for those students who opt for the latter system. This will consist of a global test identical to the previous option, with the difference that the practical work(s) will be carried out individually.

## **6. Sustainable Development Goals**

4 - Quality Education

12 - Responsible Production and Consumption