

62951 - Product design and user's perception

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	562 - Master's in Product Development Engineering 330 - Complementos de formación Máster/Doctorado
ECTS	4.5
Course	XX
Period	Half-yearly
Subject Type	ENG/Complementos de Formación, Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process is based on the realization of a practical work consisting of an experiment to analyze the influence that have aspects of product design in the perception and expectations of the user and/or customer. This work may be done individually or in pairs, depending on the scope and workload to develop. During the theoretical sessions will develop the necessary contents for the realization of the practical work, always with a practical approach through the study of cases and examples.

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5.2.Learning activities

The subject has 4,5 ECTS, 112.5 hours of workload, assigned in the following manner:

- * Lectures: 30 hours
- * Practical sessions: 30 hours
- * Project and research work: 52 hours
- * Study: 7,5 hours
- * Evaluation: 3 hours

5.3.Program

The subject works the following contents:

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

5.4.Planning and scheduling

A detailed calendar with the schedule of learning activities will be delivered to students at the beginning of the course.

5.5.Bibliography and recommended resources