

62951 - Product design and user's perception

Información del Plan Docente

Academic Year	2017/18
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	Half-yearly
Subject Type	Optional, ENG/Complementos de Formación
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.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.

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5.2.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).

5.3.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.

5.4.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.

5.5.Bibliography and recommended resources

- Dubois, Bernard. Comportamiento del consumidor : Comprendiendo al consumidor / Bernard Dubois, Alex Rovira Celma . - 2a ed., 2a reimp. Madrid : Prentice Hall, 1999
- Engel, James F.. Consumer behavior / James F. Engel, Roger D. Blackwell, Paul W. Miniard . - 6th ed Chicago [etc.] : Dryden , cop. 1990
- Lindstrom, Martin.. Buyology : verdades y mentiras de por qué compramos / Martin Lindstrom ; [traducción de Adriana de Hassan] Barcelona : Gestión 2000, DL 2012.