Syllabus for

Academic year 2013/2014 >

PPU180 - Design for experience

Syllabus adopted 2013-02-21 by Head of Programme (or corresponding)
Owner: MPDES
7,5 Credits
Grading: TH - Five, Four, Three, Not passed
Education cycle: Second-cycle
Major subject: Industrial Design Engineering
Department: 44 - PRODUCT AND PRODUCTION DEVELOPMENT

Teaching language: English
Open for exchange students
Block schedule: C

Course module				Credit distribution Sp1	Sp2	Sp3	Sp4	Summer course	No Sp	Examination dates
0112	Written and oral assignments	7,5 c	Grading: TH		7,5 c					

In programs
MPDES INDUSTRIAL DESIGN ENGINEERING, MSC PROGR, Year 1 (compulsory elective)

Examiner:
Professor MariAnne Karlsson

Eligibility:
For single subject courses within Chalmers programmes the same eligibility requirements apply, as to the programme(s) that the course is part of.

Aim
The aim of the course is to provide an introduction to the area of design for experience. The overall objectives are that the participant will develop a basic knowledge of:
- the experiential relation between customer/consumer and product;
- existing theories and models; and
- methods and tools for identifying affective needs and requirements and for evaluating design solutions from an experiential perspective.

Learning outcomes *(after completion of the course the student should be able to)*
- describe existing theories regarding the experiential relation between user and design artefacts;
- apply the theories to the analysis of empirical studies on the experiential relation between people and design artefacts;
- define and differentiate between key concepts, such as affect, emotion, experience, and pleasure;
- describe and apply a set of defined methods and tools for identifying experiential needs and requirements and for evaluating design solutions from an experiential perspective.

Content
The course will focus on the following three main areas:
I: Key concepts such as affect, pleasure, emotion, and experience in relation to product design;
II: Theories and models, useful in the area of design for experience;
III: Methods and tools available for identifying and evaluating experiential product qualities.

More specifically the issues covered include:
- An introduction to experiential design. This part of the course will introduce the area, it will discuss what constitutes the experiential relation between user and product/artefact and its rationale in new product development (NPD);
- Theoretical basis. This part of the course will present different emotional theories and theories on product elicited experiences;
- Methods and tools. Different methods and tools for eliciting consumers¿ experiential needs and requirements, and for evaluating ideas, concepts and product designs will be presented, discussed and assessed;
- Perceptual engineering/ perceptual design. The user receives information on the product through the different human senses. It is based on these impressions that the user forms his/her understanding of the product and its

qualities. Traditionally the visual sense has been considered the most important, dominant sense but recently also e.g. hearing and haptics have received particular attention in a design context. This part of the course will address the fundamentals of human senses, perception and cognition. It will discuss the role of human senses in perceived product quality, and the difference between e.g. instrumental and autotelic issues will be clarified. The relation and the difference between a product's objective' (technical) properties and the 'subjective' perception and assessment of these properties will also be demonstrated.

Organisation

The course will be given as a series of lectures, literature seminars, exercises and assignments.

Literature

See web page

Examination

Examination will be based on the assignments (including a "home exam") to be completed during the course. The grades range from Fail, to 3.0, 4.0 and 5.0.