Project 2: Research on User Experience Design Based on the Study of User Needs

**Contact Information**

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**Project Description and Objectives**

To design user an experience, we should firstly understand the user's need for the product. By investigating the behavior of users and finding out their physiological and psychological needs, we can formulate the design goals of user experience. By comparing with other countries, it will become a cross-cultural comparative study.

**Eligibility Requirements**

All students having a design background can apply for. Students who have attended design research or design psychology are preferred. Students with backgrounds in product design and media design might do better than students major in other design areas. Students from other area are acceptable but should contract by e-mail beforehand.

**Main Tasks**

* Conduct the behavior observation to the user.
* Interview users to understand their needs.
* Figure out the relationship between user needs and user experience design.
* Understand cross cultural comparison.

**Website**

Lab: 待更新