

**Call for application for research scholarships  
for post-graduate international candidates**

**RESEARCH PROJECT N. 26**

**Title**

**User Experience Design as a tool to enhance quality of everyday life.**

**Scientific responsible (name, surname, role)**

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**Short description of the research activity (max 250 words)**

User Experience Design is about the creation of remarkable experiences for the user through a device, enhancing user satisfaction by improving usability, accessibility and pleasure provided in the interaction with the product.

Nowadays the concept of User Experience and Design is often strictly connected with the use of technology in the products designed.

We should shift attention from technology-driven innovations to human-driven innovations: and so, not only start from the development of new technologies but focus our research on the concept of conscious design, which has the aim of resulting in positive experiences for the final user. This does not mean that technology can't be a tool to achieve user experience, but it should not be always the starting point.

The aim of the research is to use User Experience Design as the tool to generate experiences of everyday and future objects, that will impact positively the daily life of the users, with a focus on how to create the best experience so to let the user generate a sense of value of the object, creating a stronger and more effective relationship with it.

Conducting the research with an iterative research-through-design approach, different probes will be designed, which will reflect the notion of Experience Design as the creation of meaningful stories through a product. The probes will be then tested with different methods with real users and the analysis of the experience lived by the users will lead to the definition of a framework for the definition of guidelines for the "aesthetics of experiences" of everyday objects.

**Specific requirements (experiences, skills)**

Skills and competencies for the development of the activity

- Knowledge of design methods;

- Knowledge of different qualitative and quantitative methods of analysis dedicated to study users/products relationships (context-mapping, user observation, contextual inquiries, questionnaires, focus groups and perceptual maps; sensory analysis with specific tools);
- Skills in modelling and prototyping with different materials and tools;
- Interests in sensory design analysis;
- Teamwork skills;
- Attitude and curiosity toward different disciplines and expertizes;
- Pro-activeness toward user involvement.

Since the topic has an important impact on the design research not only in Italy, we are open to collaborations with other universities during the research. The themes require deep interdisciplinary research activity: the candidate should be able to organize his research with autonomy and as well to collaborate with the teamwork.

#### Website of the research group (if any)

Other members of the User Experience and Products Perceived Quality teamwork:

Claudia De Giorgi, associate professor of design, [claudia.degiorgi@polito.it](mailto:claudia.degiorgi@polito.it)

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#### Keywords (min 3, max 6)

User experience

Conscious design

Sensory design

Perceived quality

Everyday objects

#### Research Area (max 1)

**Design**