

## 课程简介的中英文模板

### **DS224. 客户产品设计：体验（3）**

本课程邀请学生参与真实的、或基于真实经验假想的企业实践，作为乙方承接甲方客户的体验设计项目。基于客户的具体要求，系统地进行市场竞品、用户体验等调研与分析，深入理解市场和用户的真实需求，通过设计迭代提出创新的、有实际效果的解决方案。回应和理解客户需求是体验设计师的重要能力，但同时设计师又不应该被客户需求所局限，因此本课程大部分时间将用于与客户的沟通、对用户的调研、对需求的分析，以及迭代。

核心技能：理解客户需求、客户沟通、用户调研与分析、设计迭代、团队合作、反思性工作

### **DS224. Client Product: Experience (3)**

This course invites students to participate in real business practices or imaginary practices based on real experiences. Students will form teams to undertake experience design projects from clients. Based on clients' specifications, students will conduct research and analysis of competitive products and user experience, deeply understand the real needs of the market and users, and propose innovative and effective solutions through design iterations. Responding to and understanding clients' needs is an essential ability of designers, but at the same time, designers should not be constrained by clients' specifications. Therefore, students will use most of their time in this course for user research, analysis, and iteration.

Skills: interpreting the brief, client communication, user research and analysis, design iteration, team work, reflective working

Name of Instructor: LUO Tao

Signature of instructor:



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