

User Experience Design Elements and its Application in Product Design

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Keywords: user experience design; product design application

Abstract. At present, the product design is to use the user experience and feelings as a starting point, analyze the user experience results, apply some of the user's ideas to the design of the product, integrate into the product design concept. This paper will start from the design concept of electronic products, analysis the application of design elements in product design, take people's personal views and life experience as a design concept.

1. Introduction

With the continuous improvement of the current consumption level, people's consumption concept has gradually changed, people's consumption concept is no longer around the basic necessities and other material condition, more pursuit of a spiritual aspect of the enjoyment, The traditional consumption concept can not be applied to the product design concept, the concept of product design must follow the new consumption concept of the new era. The design of modern products emphasizes the experience feeling of users, according to the user experience, designed the products that adapt to the consumer, take people's life and pleasure as the starting point of design, design the products with characteristics

2. Related concepts of user experience design

2.1 The concept of user experience perception

User experience is a subjective psychological feeling established by the user when using the product. This kind of subjective psychology will penetrate throughout the whole process of product design, and has a certain influence on the product design and innovation concept. User experience pay attention to that when the user contacts a product, how to use it. Although the user experience has a certain personal color, but there is a great similarity between the feelings, which can be applied to the product design concept and become a reality.

A good product, the most important is to let users feel good, the product design should be simple, easy to be accepted by the user, the use of the process can provide users with a certain convenience and access the user's liking, rather than blindly telling the user that the product is worth the money, the status of product cost performance is not very important.

2.2 The concept of user experience design

The user experience design is to integrate the consumer experience feeling into the design concept. In the business activities, let the consumer experience feeling as a design starting point, in the design process, users will actively participate in the design process, the user participation will play an important role in the design concept, this design way can reflect the interaction between the user and the designer, let the user experience as a design focus, to a certain extent to meet the customer demand.

In the current product design, the practical function of the product is the focus of the design product, once the product lost its practical function, this is completely incompatible with the consumer. The current concept of consumption is to meet the spiritual and material demand of consumers, not simply to meet consumer demand for a certain aspect, but a good product in the use

process, to bring consumer a spiritual pleasure, is also the advantages of the product. Therefore, the practicability of the product, the use of feelings, the interaction between products and users, and the social functions of products can be used as a user's current consumption concept.

3. The user experience design elements and the level of demand

Maslow's hierarchy of human demand is divided into five levels of demand, according to Maslow's hierarchy of demand, some scholars put forward five elements of user experience design, namely feeling demand, interactive demand, emotional demand, social demand, and self-demand, people's experience demand is also rising at the level. For the development of the current society, people's demand no longer meet the material needs, but constantly pursue the dual satisfaction of the material and spirit, pay more attention to the practicability of the product and its characteristics, so the practical function of the product is also the first demand of the people.

4. The application of user experience design elements in product design

The replacement of mobile phone products is also more frequent, from the previous digital mobile phones to the emergence of smart phones, which has a great impact on people's life, and also brought a certain convenience. With the rapid development of network technology, smart phone can access the internet at any time, constantly change people's life style and life concept, meet the needs of users at all levels, bring greater convenience for people's life, and constantly change people's life concept.

4.1 The practicability demand of the products

When users purchase a product, first of all, they will think of the practicality of the product, the purchase of this product can be used to do, what is helpful to themselves, in recent years, with the competition between various products is increasingly fierce, people pay more attention to the practical function of the product. For example, in recent years, the mobile phone products are constantly updated, updated speed is very fast, but each mobile phone has its unique characteristics and with a certain degree of practicability, it also meet the demand of different people for mobile phone function, the mobile phone function is increasingly rich, meet the demand of all classes of people for their functions. Mobile phones originated in the 1970s, from the initial analog communication to achieve real communication between the two parties, you can talk at any time using a mobile phone, but its function is relatively single, later mobile phones gradually increased a lot of basic functions, such as SMS function, polyphonic ringtone function, and some simple games, Today's mobile phones are updated to smart phones, through the wireless network connection, can use a lot of functions, and it will eventually develop to wireless bluetooth technology. The speech technology can be combined with the multimedia communication technology function, belongs to the new generation of updates, and includes image services, browsing services and other functions. This generation of mobile phones not only has the basic functions of the previous mobile phones, but also increased more functions, video chat, online games and many other functions, the phone can also set fingerprint identification, and it can be connected with the household appliances, bring more convenience to people's life. The current mobile phone through the connection of wireless network, it can make the mobile phone function more perfect and more use of mobile phone software through the network. The current mobile phone constantly updated, it more meet people's living demand and bring convenience for people's life.

4.2 The sensory demand of the products

When the product meets the users' practicability demand, the user will pursue a sense of the products. such as the appearance of the phone, the size of the screen, the clarity of the screen, etc. The users' sensory demand mainly take into account the user's vision, hearing, touch, and so on, these aspects will have a certain impact on the user's sensory demand, the sensory demand is to

meet the users' five senses, the use of the product has a certain practical function, the users will also feel comfortable from the appearance of the product and have a sense of novelty. For example, some users will ask for a big screen or bright color when buying a mobile phone, which can give users a feeling of comfort and elegant, and it also be welcomed by consumers, the young female group will pay attention to the mobile phone photo function. The current mobile phone brand is also various, there are different styles from the appearance and the size of the screen, it more adaptive to the current consumers' consumer demand and meet the consumer's sensory demand of the product.

4.3 The interactive demand of the products

The interactive demand of the product is the consumer's use of the existing interface for the product, including the layout of the interface, for the use of graphics, text, icons that on the interface, these will affect the user's interactive demand. The use of products is first start from the visual, the previous mobile phones are mainly black and gray, the current mobile phone use more color, can meet a visual enjoyment of consumers. Interactive experience is also reflected in the sense of use of the product, for the use of mobile phone keyboard and each key is very flexible, can reflect the value of the product itself and a specific function.

4.4 The social demand of the products

With the continuous improvement of the social level and the continuous development of social technology, the corresponding product updates are also accelerating. When people enter a certain social class, people will have certain requirements for the products that they use, the value of their own is more important, and the product design is constantly updated to meet the demand of this part of people, brand products have a certain popularity, and it also a symbol of status. For example, the advent of apple phones, also represents a right and wealth, most people will buy apple phones, to prove their status, which is also meet a social demand of people.

4.5 The self-demand of the products

In the current era of the pursuit of individuality, the choice of products is sometimes to meet a demand of self. Consumers choose their own mobile phone according to their own will, and according to their own hobbies, professional habits and others to choose the products that belong to their own , it is also a consumer's self-demand.

5. Conclusion

With the rapid development of social economy and the improvement of people's living standards, people's demand for products is constantly improving. The design of products should be fully considered from the perspective of consumers, pay attention to the consumer experience, To integrate the consumer's use feeling into the design concept of the product, meet the different levels of consumer needs.

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