



Research on Interaction Design Based on User Perceived Needs

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Abstract: In the context of the internet of everything and the experience economy, interaction design that meets the perceived needs of users has significant advantages. Therefore, studying its application value can enhance the competitiveness and influence of product brands that carry interaction design. This article explores the role of user perception in interaction design by analyzing human perception and user perception needs. In the article, the interaction design strategy based on user perception needs is summarized in combination with a case to provide reference practical application.

Keywords: User perception, Interaction design, Design strategy.

1. Introduction

The development of information in the society, is by leaps and bounds rapidly promoted by internet digital interaction technology. As a new law of innovation development besides technology-driven and market-driven, design-driven innovation development has attracted wide attention [1]. User demand-oriented design is more likely to win recognition through market and product satisfaction feedback [2]. Faced with interaction design carried by all kinds of software and applications, user demand oriented designs not only need to reflect their own functions, but also bring a pleasant user experience [3]. This user experience not only conveys the user's applicability needs for ergonomics in interaction design, but also emphasizes the user's perceptual needs for emotion and aesthetics in interaction design [4]. Consequently, in the era