The User Experience Evolution: Empathy in Engineering Design Practice
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Lecture open to the public

Understanding user needs and customer preferences is critical to the design process. The engineering design community has produced various models, techniques, and approaches to build creative understanding of user’s experiences for new product development. Implemented within industry and academia, these methods prove to be impactful as they have been shown to influence market capture and product similarity.

Dr. Diana Bairaktarova is an Assistant Professor in the College of Engineering, Department of Engineering Education at Virginia Tech. Diana completed her Ph.D. in Engineering Education from Purdue University. She received her B.S. and M.S. degrees in Mechanical Engineering from Technical University in Sofia, Bulgaria and an M.B.A. degree from the Hamline School of Business, St. Paul, Minnesota.

Diana has over a decade of experience working as a Design Engineer. Her research focuses on human learning and engineering, i.e. understanding how individual differences and aptitudes effect interaction with mechanical objects in engineering education instruction and how engineering students’ personality traits influence decision-making process in engineering design.