

國立臺灣科技大學

九十二學年度博士班招生考試試題

系所組別：設計研究所博士班甲組

科 目： 研究方法(工業設計組)

請以中文或英文回答下題：(總分 100 分)

You are working for a famous product design firm as a product designer. The company has just completed the design of an intelligent mobile communication device for the domestic market. A working prototype is also available. The company wants to know if this innovative device meets its target users' needs. You are asked to propose a detailed research plan for this purpose. This research plan should at least discuss the following issues: research questions, research procedures (e.g., sampling method, observation, interview, and experiment), validity, and reliability.

