Virtual Reality in Product Design

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Message from the Guest Editors

Dear Colleagues,

The interconnection between product design and user satisfaction has become an emerging topic for researchers working in the field of product lifecycle management (PLM) in the last decade. The involvement of the potential customer in an early phase of the product design allows gaining a user's feedback in advance. Thus, user-centered design methods have been recently adopted together with interaction design techniques thanks to the adoption of virtual reality (virtual prototype). The interaction between the user and a virtual product during the design phase is a key factor to gain a final product which responds to the inner needs of the clientele; emotional design is indeed the tail end of the topic.

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