

teachers' facial expressions, such as joy, anger, sadness, and joy, will directly affect students' psychology and class state. If the teacher is full of spirit in class and looks at the students with a smile, the students can get affirmation and praise, which is a great encouragement for them. And in class, teachers can combine expression suggestion with gesture action suggestion, so that students can have a more intuitive understanding of teachers' suggestion. For example, when students answer correctly, teachers can not only smile in the affirmative, but also make great gestures to make students full of confidence in themselves and actively participate in classroom activities. On the contrary, if the teacher has no expression, no smile or goes to class with worry and resentment, it will affect the atmosphere and progress of the whole classroom. Especially in college oral English classroom, active classroom atmosphere is an essential element. Teachers' rich and modest facial expressions can reduce students' tension and make them answer questions more actively, to achieve the purpose of raising their oral level. Finally, college oral English teachers should guide students to learn self-suggestion, so that students can give better play to their subjective initiative in the process of English learning. Teachers should let students learn positive self-suggestion and believe in themselves "I can do it". Suggestive effect plays an important role in college oral English teaching. Appropriate and effective use of language suggestive, action suggestive, expression suggestive and self-suggestive methods play a role in stimulating students' initiative in learning oral English and improving oral skills with half the effort.

Conclusions: Everything has the characteristics of two sides, and the psychological effect itself will also have positive and negative significance to education and teaching. College English teachers should be able to constantly explore new teaching practice methods that can meet the current requirements of college oral English teaching, make good use of the advantages of psychological effect, avoid its negative influence and the combination of psychological effect and English teaching practice can better understand students' psychology, innovate teaching methods suitable for their students, and produce the best effect of teaching and learning. The improvement of oral English ability will not happen overnight. For college oral English teachers, the application of appropriate and effective teaching methods and some psychological effects in college oral English teaching will have a positive impact on oral English teaching. We need to pay more attention to this situation.

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THE CONSTRUCTION OF INDUSTRIAL DESIGN EVALUATION SYSTEM BASED ON PROJECT QUALITY MANAGEMENT UNDER THE BACKGROUND OF PSYCHOLOGY

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Background: With the development of new industrialization, taking design as the main line to promote industrial development, with the development of science and technology and the complexity of design objects, higher requirements are put forward for industrial design. Design based on intuition and experience alone cannot meet the requirements, so more advanced theories and methods must be used to evaluate and select design schemes. The so-called industrial design evaluation refers to the comparison and evaluation of problem-solving schemes in the design process, so as to determine the value of each scheme, judge its advantages and disadvantages, and screen out the best design scheme. There are many factors considered in the evaluation, such as price, functionality, safety, reliability, aesthetics and so on.

Objective: Using the knowledge of project quality management, industrial design knowledge and customer demand psychology, starting with design evaluation and focusing on customers, this paper constructs a simple industrial design evaluation model, provides a relatively clear and comprehensive evaluation system, helps designers make qualitative analysis of design objects, and improves the pertinence and accuracy of evaluation. It provides an objective basis for the selection of scheme in product development and design.

Subjects and methods: Concept and process of project quality management project quality management is to ensure that the project is completed according to the requirements specified by the designer. It can enable all activities of the whole project to be implemented according to the expected design quality and objectives. It mainly depends on the quality assurance system formed by quality plan, quality control, quality assurance and quality improvement. The quality plan mainly determines which quality standards are applicable to the project and determines how to meet the standards. Quality assurance is to evaluate the implementation of the whole project on a regular basis to ensure that the project will meet relevant quality standards. Quality control monitors the implementation results of specific projects

to determine whether they meet relevant quality standards and ensure that the causes of nonconformities are eliminated by appropriate means. According to the requirements of project quality management, the completion of the project mainly needs the steps of design, inspection, correction and implementation. It is to ensure that all phases, sub items and relationship points within the scope of the project are modified in the process of realizing its various requirements. In each project phase, each procedure usually goes through one or more times. These working procedures interact with each other and with procedures in other areas of knowledge. According to the needs of the project, there are corresponding control key points in each procedure. To complete these contents may involve the efforts of one or more teams.

Industrial design process and evaluation industrial design process is a sub process of new product development process, which runs through every stage of product development. According to its function, it can be divided into four steps, namely, the generation of conception, the design of concept, the detailed design and the production of prototype. Each stage is accompanied by the evaluation of the results of each stage.

Psychological evaluation of product design. (1) The concept of satisfaction. Satisfaction refers to the feeling state formed by comparing the perceptible effect of a product and service with its expected value. Consumer satisfaction refers to the degree of consistency between the final performance of goods and services provided by enterprises and consumers' expectations and requirements, corresponding to a series of different degrees of satisfaction. That is: $\text{satisfaction} = \text{product performance} - \text{consumer expectation}$. (2) Three levels of consumer satisfaction. a. Material satisfaction level refers to consumers' satisfaction with the product itself, including product quality, function, appearance, packaging, etc. Material satisfaction is the cornerstone of consumer satisfaction. If the product itself does not have excellent quality, unique appeal points and attractive appearance, it is impossible to satisfy consumers. b. The level of spiritual satisfaction refers to the spiritual pleasure experienced by consumers in the process of purchase and use. Specifically, it is the impact of the service promised by the merchant on consumers in the sales process, as well as the spiritual pleasure caused by the product in the use process. Spiritual satisfaction is reflected in all stages of the product life cycle. Therefore, only doing well at the material level of the product cannot make consumers feel really satisfied. In all stages of the product life cycle, different service means must be adopted to make the product full of human feelings, so that consumers can really accept the commodity. c. social satisfaction level this satisfaction level is no longer limited to the business product consumer model. It faces the whole society and requires enterprises to consider not only consumer groups, but also the needs conducive to the development of social civilization, human environment, survival and progress. Products are not only to bring benefits to the target consumer groups, but also the impact of the new relationship between people and society brought by new products.

The above three levels reflect consumers' expectations of products. In the first level, products can meet consumers' basic material needs. In the second level, products can meet consumers' expectations. In the third level, products exceed customers' expectations and achieve very satisfactory results.

Results: The participants of design evaluation. The pillar of the relevant theories of project quality management is dominated by customer satisfaction, and the industrial design management theory is also based on consumer satisfaction. The subjects of the two theories refer to the same goal - customers. In fact, for designers, the concept of "customer" has a dual meaning, that is, product producers and users. In a design project, due to different subjects, the corresponding customer meaning is also different. For the project results, customers are consumers, and all activities in the process of completing the project take meeting consumers as the ultimate goal. The designers are different. On the one hand, they should be responsible for the producers and operators. At this time, the operators are the customers. On the other hand, it is also responsible for the users of the product. At this time, the consumer is the customer. The producer and operator also have a dual identity. For the designer, he is the customer, and for the consumer, the consumer is his customer. Therefore, we can clearly get the interests of designers, operators and consumers.

The model of design evaluation is established in the general industrial design evaluation. According to the different subjects of design evaluation, design evaluation can be divided into consumer evaluation, producer evaluation, designer evaluation and so on. They have their own characteristics in evaluation criteria and requirements. Consumers' evaluation mostly considers the impact of environment, agreeableness, aesthetic value and so on. Producers and operators often evaluate from the aspects of cost, profit, feasibility, production cycle and sales prospect. Designers often evaluate the social benefits brought by products and the relationship with people's lifestyle. As a service provider, the designer's design concept has been integrated into the design scheme. Therefore, we only take the evaluation of operators and consumers as a reference. (1) The process model of design evaluation combines the steps of project quality management and the process of industrial design evaluation, and gives the process model of design evaluation. This model lists the different objectives and corresponding key points to be achieved in different stages of the product design evaluation process. The evaluator can clearly understand whether the

requirements of the design scheme at the evaluation points in the corresponding design stage are met, help the designer to analyze and evaluate, and is of great help to the selection of the design scheme. (2) The content model of design evaluation combines the steps of project quality management and the content of industrial design evaluation, and gives the content model of design evaluation. This model lists every detail and key points in the process of product design evaluation. This model can be directly used when evaluating a design scheme. The evaluator can clearly understand whether the requirements of the evaluation points of the design scheme in the corresponding design stage are met, so as to help the designer make judgment and decision. (3) The satisfaction model evaluation of design evaluation should not only evaluate the design process and content, but also evaluate the psychological and physiological aspects of users according to the shape, color, texture and other elements of the product, and give the satisfaction model. Combined with the content of customer satisfaction, this model evaluates the product satisfaction from low to high to three satisfaction levels. Among them, the contents at the basic level and demand level need to be focused. The excitement level is based on the customer's potential goal, which the customer may not notice, but once this goal is achieved, the customer will be very satisfied and the design will achieve excellent results.

Conclusions: The selection of evaluation method is an important factor affecting the evaluation decision-making. The selection and evaluation of industrial design scheme involves multiple evaluation factors and evaluation criteria. Therefore, the reasonable selection of evaluation method will directly affect the order of evaluation results and the decision-making of product development team. At present, many domestic design companies mostly rely on experience to choose design schemes, and the products themselves are mostly copied or imitated, which show the lack of current domestic design ability. Using the knowledge of project quality management, industrial design knowledge and customer demand psychology, starting with design evaluation and taking customers as the center, this paper constructs the process model, content model and satisfaction model of design evaluation, and forms a complete product design evaluation system to make the evaluation system and content of industrial design product development clearer, The evaluation work is simple and easy to improve the pertinence and accuracy of the evaluation. It helps the designer to make a systematic analysis of the evaluation process, evaluation content and customer satisfaction of the design object, provides a more objective basis for the designer to select the product design scheme in the product development and design, and is helpful to understand the design, grasp the design, promote the design and improve the design idea and level.

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PSYCHOLOGICAL STRATEGIES FOR THE DEVELOPMENT OF REGIONAL CULTURAL TOURISM PRODUCTS BASED ON TOURISTS' PSYCHOLOGY

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Background: With the development of social economy and the improvement of people's quality of life, regional cultural tourism has gradually realized brand development. China itself belongs to a country with a long history and cultural tradition and has unique advantages in tourism. Most regions have distinctive regional cultural characteristics, which makes significant contributions to promoting the inheritance of history and culture and local tourism economy. Tourism products are an important aspect derived from the tourism industry. The publicity and sales of tourism products will not only help to increase the added value of the local tourism industry, but also help to spread the regional cultural characteristics. How to embody the regional cultural characteristics in the design of tourism products, make tourism products more local characteristics and show the regional cultural brand is a problem that product designers must think deeply. It is of great significance for the development of regional cultural tourism products to deeply analyze the psychological needs of tourists faced by regional cultural tourism and obtain the corresponding psychological strategies combined with the psychological needs of tourists.

Regional cultural tourism is the product of the organic combination of the core of regional culture and tourism forms. With the improvement of people's branding requirements for tourism quality, people's psychological needs in the process of regional cultural tourism are increasingly diversified, mainly reflected in the psychology of seeking truth, novelty, strangeness, beauty, profit and convenience, analyzing these psychological needs of tourists will help to provide them with more accurate services, and provide psychological basis and reference for the brand development of regional cultural tourism. Shu-Hsien Chang,