

In terms of psychological education itself, students in the fashion design profession itself have the problem of outstanding self-awareness, which is correlated with the characteristics of art education itself. In the future teaching process, teachers pay close attention to the problem of changes in students' self-awareness, and provide the necessary support for future fashion design in paying attention to students' personalised quality development, so as to cultivate a large number of people who can adapt to the future development requirements of the fashion industry. In this way, a large number of high-end talents can be trained to meet the requirements of the future fashion industry.

At the same time, it should not be overlooked that in the current new media era, the changes in students' psychological states are inherently complex and may lead to different emotional changes after being influenced by many factors such as external information. collective concept, the danger of relatively indifferent team consciousness, in the behaviour of a strong personality and self-centred scattered and greater arbitrariness, highlighted by loose discipline in class, my own way, the emphasis on professional rather than cultural and other situations, so the future teachers in education work should recognize the impact of the above phenomenon on the teaching effect of the fashion design profession, before using scientific and reasonable teaching methods under the effective enhancement of student comprehensive quality, and highlight the advantages of psychological teaching.

\* \* \* \* \*

## A STUDY ON THE MULTI-LEVEL NATURE OF PRODUCT EXPERIENCE DESIGN BASED ON NEEDS PSYCHOLOGY

Yan Han

*School of Design and Art, Sichuan Technology & Business College, Dujiangyan, 611830, China*

**Background:** As society continues to progress, people gradually have more needs for the development of material life, and in terms of design, designers are also improving their ability to design products to create psychological needs products that are in line with the "human-centred" nature of contemporary society. In an era of rapid development, in order to meet the diverse needs of consumers, designers must not only put product experience first, but also highlight a modern view of design. How to integrate user experience into product design is an issue that has always been studied. Different users experience products differently in terms of sensory perception, emotional analysis and reasoning, and the influence of these factors should be taken into account in product design so that the product brings a good experience to users with different needs.

**Objective:** The objective is to communicate between the producer, the designer and the consumer, to fully understand the consumer's psychological and emotional response to the product design experience, so that the consumer can buy the product to his or her liking. The psychological approach of cognitive psychology, need psychology and human behavioural motivation theory is used to understand the psychology of the consumer, so that the consumer can achieve a satisfactory outcome of the product experience. The function of the product itself, the structure of the product and the rationality of using the product are, in general, its utility in the design of the product experience. Product design should be reflected in the close relationship with the user's life, in the design to consider the convenience of the product in operation and its functional design is appropriate, a good product should not only be reflected in the user's control and driving of its, the product experience feeling is the most critical. Designers should design products from the user's psychology and use standardised design principles to design products that help users to be satisfied with their experience in many ways.

**Subjects and methods:** needs psychology in product design should not only emphasise the user's perceptual experience of the product, but also meet the user's requirements in terms of sensory and feeling. Products designed using the user's perceptual experience are not classical, and over time, users will become disenchanted with the product or even abandon it. Therefore, it is important to integrate the user's senses and feelings into the design process, using a combination of aspects to higher highlight the product effect. Based on human perceptual ability, the initial emotion is generated from the senses of sight, hearing, taste, smell and touch. From this level, although the most low-level emotion is awakened in the user, it is the most real, memorable and irresistible emotion, and the effect formed is also the most obvious. People are influenced by their environment from birth and thus form different natures, which requires designers to attract the user's attention through different design techniques, so that the user has a direct experience of the product in the first instance. Different products are designed for different groups of people, from colour schemes and shapes to exaggerated, contrasting and deformed designs that

attract the user's attention and bridge the gap between the product and the user, evoking the most instinctive sensory level of experience. In addition, the knowledge of needs psychology is not only integrated into product experience design, but also highlights its important principles in some applications. Product experience design is constantly innovating, combining innovative ideas with user requirements, in line with a higher level of human development. At the level of reflection is the feeling of experience that the user has after using the product, and the emotion that arises from understanding and comprehending some of the information elements and design shapes that appear in the product itself. This emotion will vary from person to person, depending on the user's cultural background and experience of using the product. At this level of experience design it is important to consider the empathy between the user and the product to achieve a higher level of experience.

**Result:** as modern industry has brought about radical changes to human society, industrial design has also been given a boost, both in terms of the design of products and the structure of the products themselves, and the way people think about their needs for products has also changed. In the face of the changing development model of today's market, the concept of product experience design has just met the needs of the public, designing products that are more in tune with the needs psychology of people and bringing the value of experience into full play.

**Conclusions:** It can be seen that the importance of needs psychology in product experience design. This paper conducts a multi-level study on product experience design based on needs psychology, derives important connotations about product experience design of needs psychology, and through psychological analysis from product experience design users, derives hierarchical connotations of product experience design of needs psychology. Design is a complex process in development, and the role of needs psychology in product design can be seen from the connotation and importance of design based on needs psychology in product experience design. Designers should not only analyse a variety of factors but also design products that satisfy users under the premise of following the laws of design, so that users have a good product experience.

\* \* \* \* \*

## A POSITIVE PSYCHOLOGY-BASED APPROACH TO INFORMATION TECHNOLOGY TEACHING REFORM IN UNIVERSITIES

Ling He

*Guizhou Normal University, College of Education, Guiyang, 550001, China*

**Background:** The emergence of Internet technology can be traced back to as early as 1936, when British mathematician A.M. Turing invented the Turing machine, which laid the theoretical technology for the birth of modern computer hardware and software. Since then, after more than eighty years of development, Internet technology has truly covered all areas of human daily life, work, study, research, management and construction, effectively changing the trend of society. In essence, Internet technology is an information technology based on computer technology to complete the development and establishment, and the large-scale popularisation and application of this technology is an important symbol of mankind's advancement into the information society.

The continuous popularisation of Internet technology has pushed the scope of computer network technology and information technology applications to widen, and the reform of information-based education and teaching based on this has become the top priority of the reform work carried out by each university in China in recent years, and the introduction of information-based teaching concepts and reform methods has become the general consensus of each university in China. The introduction of information-based teaching and learning methods has become a common consensus in all universities in China. However, in the process of achieving this goal, there are some universities that have not mastered the correct reform methods and concepts, and in the process of carrying out information-based teaching reform, they often focus on the specific quantity of reform results, but often ignore the specific practical effects. In addition, some teachers in universities do not really understand the concept of information-based teaching, and there is a problem of blindness in the process of applying information-based teaching methods and information resources. The reform of information-based teaching in higher education institutions is a mere formality and does not achieve a fundamental breakthrough in quality.

The fundamental reason for these problems is that universities do not pay much attention to the personality characteristics and psychological experience of the teaching subjects, i.e. students, during the