



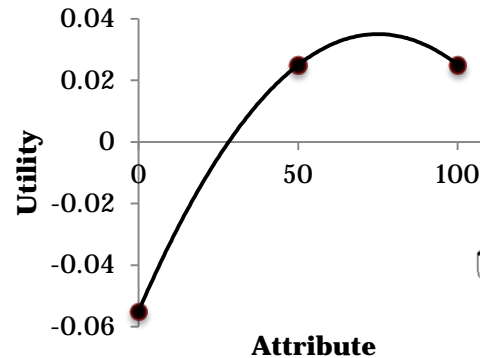
Dr. Brian Sylcott

Assistant Professor, Mechanical Engineering

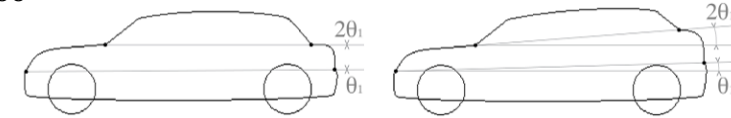
Design Cognition, Product Development, Human factors, Biofeedback, Preference Modeling, Design Representation, Rapid Prototyping, EEG, fMRI, Eye Tracking, Virtual and Augmented Reality

Preference Modeling

- Conjoint analysis
- Aesthetic design optimization
- Interaction effects modeling
- Form and function relationships



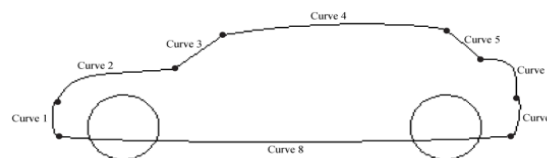
Aesthetic Preference Modeling



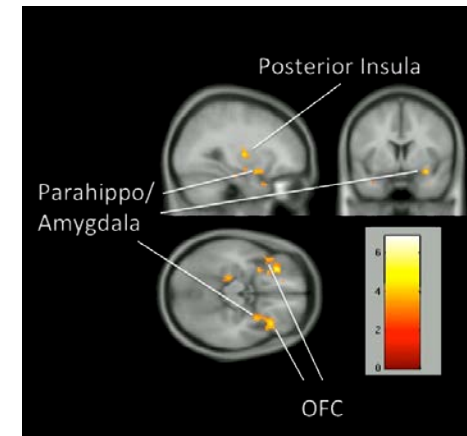
Design Representation

- Virtual training
- Medical labeling design
- Designing in augmented and virtual reality

Representation Selection



Imaging Design Decisions



Physiological Response

- Biofeedback
- Design fixation
- Emotional response in design
- Neuroimaging in design activities