



**University of
Nottingham**
UK | CHINA | MALAYSIA



浙江大学 宁波科创中心(宁波校区)
ZHEJIANG UNIVERSITY, NINGBO

UNNC – Zhejiang University, Ningbo Doctoral Training Partnership

Research areas

1. Innovative design research with the focus on the methods, tools and technologies to improve the way we design and process, create and apply new technologies for design, increase knowledge of how we design; and facilitate innovation in the things we design;
2. User centred design research into products, services, equipment and environments to ensure they meet the needs of the various stakeholders;
3. Human factors in digital technologies, future transport, wearables and smart textiles, healthcare, education, digital manufacturing, and intelligent mobility;
4. Digital manufacturing practices and the changing role of the designer for Product-Service Systems under the influence of Artificial Intelligence and ultra-personalization;
5. Study of the application of Design thinking in industry, education and society, to support the sustainable creativity development;
6. Mixed reality technologies with interaction design (VR & AR, with both digital & tangible interface) for applications such as education (online & offline), health and safety training and vehicle design;

Potential supervisors

UNNC		
Profile	Research area(s)	Email
Alain Chong	2&6	alain.chong@nottingham.edu.cn
Dave Towey	2,3,4,5&6	Dave.Towey@nottingham.edu.cn
Gavin Lai	4	Gavin.Lai@nottingham.edu.cn
Hing Kai Chan	1&4	hingkai.chan@nottingham.edu.cn
Xu Sun	1,2,3,4&6	xu.sun@nottingham.edu.cn
Zhejiang University		
Profile	Research area(s)	Email
Shijian LUO	1-6	sjluo@zju.edu.cn
Cheng YAO	1-6	yaoch@zju.edu.cn
Fangtian YING	1-6	group318@zju.edu.cn