

Abstract.

This thesis deals with the topic of Industrial Design and the sensory, perceptual and emotional stimuli that *people who use the products* receive in their user experience. These stimuli, such as the good operation of a tight mechanism, the smoothness of a surface, a suitable noise when closing a door, etc., are captured by the senses, are perceived, and that evokes in users emotions and reactions, generating relationships with objects beyond the basic or practical use, leading to prefer these products among others with similar primary benefits for future purchases, associating it with pleasant experiences, and even evoke his own life experiences through the products.

This area, part of the discipline of Industrial Design, but also of Psychology, Marketing, Neuroscience and other concurrent fields, is currently regarded in many different ways: the "Kansei Engineering", the "Emotional Design", the "Design for Experience ", the "Sensory Analysis ", are perspectives and methods to analyze and define this topic, and increasingly more used in large companies. This thesis analyzes various approaches related to these factors in the process of product design and development, and ultimately seeks to define appropriate tools for a better integration of these factors into micro, small and medium enterprises (MSMEs).

Keywords.

Industrial Design, emotion, perception, sensation, Sensory, Product Development, Process Design and Development, Emotional Design, Design in SMEs.