Contents

Cultural Foundations of Design

Transforming Traditional Paper Cutting into LINE Stickers .................. 3
  Tzu Chiung Chang and Shu Hui Huang

A Systemic Approach to Concrete Constructions. ......................... 15
  Bernardino Chiaia, Alessandro Fantilli, and Pier Paolo Peruccio

Western vs. Eastern: A Reflective Research on the Development
of Chinese Animation .......................................................... 25
  Wen Ting Fang, Po-Hsien Lin, and Rungtai Lin

A Study of Communication in Turning “Poetry” into “Painting” .......... 37
  Ya-Juan Gao, Li-Yu Chen, Sandy Lee, Rungtai Lin, and Yige Jin

The Impact of Chinese Traditional Cultural on the Gesture
and User Experience in Mobile Interaction Design ..................... 49
  Ren Long, Xu Liu, Tian Lei, Xue Chen, and Ziliang Jin

What is a System?: A Lesson Learned from the Emerging Practice
of DesignX ................................................................. 59
  Jin Ma

A First Speculation on Cultural Experiments as Design Research Methods... 76
  Francesca Valsecchi, Roberta Tassi, and Elena Kilina

Waterfall Flow vs. Fixed Grid Webpage Layout Design – The Effects
Depend on the Zhong-Yong Thinking Style ............................... 94
  Man-Ying Wang and Da-Lun Tang

Transforming Concepts of a Taiwanese Twin Cup
into Social Design Activities ............................................. 104
  Ning-Hsien (aka Vincent) Yang

Applying the Story of The Dream of the Butterfly in Creative Design .... 121
  Mo-Li Yeh, Chun-Ming Lien, and Yi-Fang Kao

Cross-Cultural Product and Service Design

Research and Application of Service Design Thoughts in Subway
Advertisement Design ...................................................... 133
  Xing Fang, Yangshuo Zheng, Heng Liu, Yongzhen Zou, and Xiaojin Cao
Consistency of Use Flow Improving User Experience of Service-Oriented Websites ....................................................... 146
  Canqun He, Xu Yang, Zhengsheng Li, Zhangyu Ji, Jiaojiao Wang, and Shuya Ni

Independent Bathing for Older Adults: The Conceptualization of the iMagic-BOX Portable Walk-In Bathtub ........................................ 161
  Chew Kien Ming and Jeffery Yeow Teh Thiry

The Integration of Personal and Public Transportation in Creating Seamless Experience .......................................................... 171
  Qiao Liang, Miaosen Gong, Linghao Zhang, and Anran Qin

  Po-Hsien Lin, Ya-Juan Gao, Taihua Lan, and Xiaoge Wang

The Item-Based Fashion Matching Experience in Online Platform Service Design: A Case Study from Chinese Customers .......................... 192
  Hao Tan, Wei Li, Zhengyu Tan, Shijing Fang, and Shihui Xu

The Interdisciplinary Collaboration of Innovational Design ....................................................................................... 204
  Shu-Huei Wang, Shyh-Huei Hwang, and Ming-Shean Wang

Research on the Service Design of the Museum Visiting ................................................................. 216
  Yanyun Wang and Junjie Chu

Implementation of Service Design on Innovation Development of Traditional Handicraft: A Case Study of Yongchun Lacquered Basket .... 232
  Yan Wu, Li-Yu Chen, and Lei Ren

Designing a Cross-Cultural Interactive Music Box Through Meaning Construction ......................................................... 241
  Yongmeng Wu, Nick Bryan-Kinns, Wei Wang, Jennifer G. Sheridan, and Xiang Xu

Design for Meaningful Materials Experience: A Case Study About Designing Materials with Rice and Sea-Salt .......................... 258
  Liang Yin, Ziyu Zhou, and Hang Cheng

Research on the Design of Bicycle Service System in Colleges and Universities Based on Contact Mining ..................................... 269
  Yi-qian Zhao and Ya-jun Li

SDIV: Service-Defined Intelligent Vehicle Towards the 2020 Urban Mobility ................................................................. 288
  Bo Zhou, Xiaohua Sun, and Binhui Zhang
Cross-Cultural Communication

Investigating the Comprehension of Public Symbols for Wayfinding in Transit Hubs in China .................................................. 301
   Dadi An and Edwin H.W. Chan

Interpretation of Space: From Images to Vocabulary .......................... 312
   Li-Yu Chen, Ya-Juan Gao, Wun-Cong Yen, and Ching-Hui Huang

A Study on Signage Design and Synesthesia in Senior Residences ......... 324
   Miao-Hsien Chuang, Tong-Fang Ni, and Jui-Ping Ma

Chinese Migrant Food Business in Italy and Design Researches for Intercultural Dialogue .................................................. 334
   Shushu He

Collaborative Service for Cross-Geographical Design Context:
The Case of Sino-Italian Digital Platform .................................. 345
   Chenhan Jiang and Yongqi Lou

A Pilot Study of Communication Matrix for Evaluating Artworks .......... 356
   Rungtai Lin, Fengde Qian, Jun Wu, Wen-Ting Fang, and Yige Jin

Family, Friends, and Cultural Connectedness: A Comparison Between WeChat and Facebook User Motivation, Experience and NPS Among Chinese People Living Overseas ................................................. 369
   Chunhui Xie, Jagannadha Sri Harsha Putrevu, and Chelsea Linder

Design for Social Development

Design for Neighborhood Amateur Cultural Club – A Community Regeneration Practice in Qinglong Hutong .................................. 385
   Zhiyong Fu and Xue He

Design to Improve Medication Adherence for the Elderly in China ........ 399
   Long Liu, Chu Wang, Qian Zhou, and Ziying Yao

Open Your Space: A Design Activism Initiative in Chinese Urban Community .................................................. 412
   Minqing Ni

Designing Architectural Space Using Service System Design Approach .... 432
   Jintian Shi and Xiaohua Sun

Web Content Analysis on Power Distance Cultural Presence in E-Government Portal Design .................................................. 441
   Wan Adilah Wan Adnan, Nor Laila Md Noor, Fauzi Mohd Saman, and Farez Mahmood
Designing to Support Community Gardens by Going Beyond Community Gardens ................................................. 451
   Xiaolan Wang and Ron Wakkary

Sewing for Life: The Development of Sewing Machine in the Tune of Women Life Experience in Taiwan ................. 469
   Ju-Joan Wong and Hsiao-Hua Chen

The Design Thinking Leading to Different Levels of Change: Example of the Togo Village in Southern Taiwan .............. 482
   Cecile Ching-yi Wu

Discussion on the Dynamic Construction of Urban Public Space with Interactive Public Art ..................................... 495
   Ping Zhou and Zhiyong Fu

Cross-Cultural Design for Learning

DanMOOC: Enhancing Content and Social Interaction in MOOCs with Synchronized Commenting ................................... 509
   Yue Chen, Qin Gao, and Quan Yuan

Exploring Factors Influencing Knowledge Sharing of International Students at Chinese University ............................. 521
   Zhe Chen, Shunong Deng, Adila Mamtimin, Jiaxin Chang, Feng Liu, and Lin Ma

Breakout: Design and Evaluation of a Serious Game for Health Employing Intel RealSense ..................................... 531
   Jimmy Chhor, Yun Gong, and Pei-Luen Patrick Rau

Instructional Design and Teaching Effectiveness of SPOCs in Chinese Higher Education ........................................... 546
   Ka-Hin Lai, Lili Dong, and Pei-Luen Patrick Rau

Exploration on Education Practice Based on Employment and Entrepreneurship in Higher Institutes of China .............. 554
   Jing Li, Lin Ma, Xin Wu, and Zhe Chen

Design for Learning Through Play. An Exploratory Study on Chinese Perspective ................................................... 565
   Maria Luce Lupetti, Yuan Yao, Jing Gao, Haipeng Mi, and Claudio Germak

Teaching Older Adults to Use Gerontechnology Applications Through Instruction Videos: Human-Element Considerations ........................................ 582
   Pei-Lee Teh, Chee Wei Phang, Pervaiz K. Ahmed, Soon-Nyean Cheong, Wen-Jiun Yap, Qi Ma, and Alan H.S. Chan
A Preliminary Study on the Learning Assessment in Massive Open Online Courses .......................................................... 592
Quan Yuan, Qin Gao, and Yue Chen

Culture and User Experience

Busting the Myth of Older Adults and Technology: An In-depth Examination of Three Outliers ........................................... 605
Robert Beringer

Evaluating the Use of LINE Software to Support Interaction During an American Travel Course in Japan ........................................... 614
Dave Berque and Hiroko Chiba

Research on Car Gesture Interaction Design Based on the Line Design ................................................................. 624
Jing Chunhui and Jing Zhang

The Role of Trust with Car-Sharing Services in the Sharing Economy in China: From the Consumers’ Perspective ........................................... 634
Shang Gao, Jia Jing, and Hong Guo

A Critique on Participatory Design in Developmental Context: A Case Study ................................................................. 647
Ulemba Hirom, Shyama V.S., Pankaj Doke, Sylvan Lobo, Sujit Devkar, and Nikita Pandey

Understanding Users’ Acceptance of Money Gifting in a Social Game ................................................................. 659
Hanjing Huang and Pei-Luen Patrick Rau

The Role of Socially Assistive Robots in Elderly Wellbeing: A Systematic Review ................................................................. 669
Reza Kachouie, Sima Sedighadeli, and Amin B. Abkenar

A New Method for OTAs to Analyze and Predict Users’ Online Behavior Patterns and Preferences ................................................................. 683
Rui Kang and Pei-Luen Patrick Rau

A Pilot Study of Mining the Differences in Patterns of Customer Review Text Between US and China AppStore ................................................................. 693
Lisha Li, Liang Ma, Pei-Luen Patrick Rau, and Qin Gao

The User’s Performance Study for Different Layouts of Car’s Dashboards ................................................................. 703
Linghua Ran, Xin Zhang, Huimin Hu, Chaoyi Zhao, and Taijie Liu

Do Consumption Values and Environmental Awareness Impact on Green Consumption in China? ................................................................. 713
Lebohang Sekhokoane, Nan Qie, and Pei-Luen Patrick Rau