

Contents

1 Introduction	1
1.1 History of Cuteness	1
1.2 Definition of Cuteness	8
1.3 Cuteness Issues	9
1.4 User-Centered Design and Cuteness	9
1.5 Market Research and Cuteness	13
1.6 Internationalization, Globalization, Cross-Cultural User- Experience Design, and Cuteness	14
1.7 Personas and Cuteness	20
1.8 Use Scenarios and Cuteness	20
1.9 Persuasion Theory and Cuteness	22
1.10 Metaphor Design and Cuteness	23
1.11 Information Architecture Design (Mental Model and Navigation) and Cuteness	24
1.12 Look-and-Feel Design (Appearance and Interaction) and Cuteness	24
1.13 Cuteness Guidelines	25
1.14 Examples of Cuteness in UX of Computer-Based Products/Services	26
1.15 Concluding Comments	27
References	28
2 Cuteness in Japan	33
2.1 Cuteness and <i>Kawaii</i>	33
2.1.1 “ <i>Kawaii</i> ” as a Translation of “Cute”	33
2.1.2 The Word “Cute”	33
2.1.3 “ <i>Kawaii</i> ” Without the Meaning of Acuteness	34
2.1.4 “ <i>Kawaii</i> ” and its Derivatives	35

- 2.2 Historical Overview of *Kawaii* in Japan 35
 - 2.2.1 *Heian* Era (794–1185). 35
 - 2.2.2 After *Heian* Era and *Edo* Era (1603–1868). 38
 - 2.2.3 *Meiji* Era (1868–1912) and *Taisho* Era (1912–1926) 39
 - 2.2.4 *Showa* Era (1926–1989) 40
- 2.3 The Popularity of *Kawaii* 40
 - 2.3.1 *Kawaii* is Now Flooding Japan 40
 - 2.3.2 *Kawaii* is also Trending in the World. 41
- 2.4 Three Types of *Kawaii*. 42
 - 2.4.1 Psycho-physical *Kawaii* 43
 - 2.4.2 Cultural *Kawaii*. 44
 - 2.4.3 Generic *Kawaii* 49
 - 2.4.4 Other Types of *Kawaii* 51
- 2.5 *Kawaii* Culture Today 55
 - 2.5.1 Related Concepts. 55
 - 2.5.2 Desire to be *Kawaii* 56
 - 2.5.3 *Kawaii* and Beautiful 56
 - 2.5.4 *Kawaii* and Horror 59
- 2.6 Conclusion 60
- References. 60
- 3 Cuteness in China** 63
 - 3.1 Evolution of the Meaning of Cuteness in Chinese Literature 63
 - 3.2 Evolution of the Perception of Cuteness in Chinese Culture. 64
 - 3.2.1 Lovely in Traditional Chinese Culture 64
 - 3.2.2 *Kawaii* Culture 65
 - 3.2.3 *Moe* Culture 66
 - 3.2.4 *Baozou* (Rage) Comic Phenomenon 67
 - 3.3 Cuteness Industry in China. 78
 - 3.3.1 Conventional Culture Industry. 80
 - 3.3.2 Internet Technology Industry 81
 - 3.3.3 From Original ACG IP to User-Centric IT:
A Case Study of How Cuteness Bridges Culture
and Technology in China 81
 - 3.4 Summary 89
 - References. 90
- 4 Taxonomy of Cuteness** 93
 - 4.1 Styles of Cuteness 93
 - 4.2 Strategies of Playing Cute 115
 - 4.3 Higher Level Taxonomical Features of Cuteness 116
 - 4.4 Conclusions 118
 - References. 118

- 5 Interview with Yuko Yamaguchi (Hello Kitty Designer) 119**
 - 5.1 Introduction 119
- 6 Cuteness Design: Interview with Wentao Wang, Senior
User-Experience Designer, Baidu, Beijing, China 147**
 - 6.1 Introduction 147
 - 6.2 Background/Personal Questions 147
 - 6.3 Cuteness-Related Questions 149
 - 6.4 Sociocultural Differences-Related Questions 150
- 7 Conclusions 155**
- Index 157**



<http://www.springer.com/978-3-319-61960-6>

Cuteness Engineering

Designing Adorable Products and Services

Marcus, A.; Kurosu, M.; Ma, X.; Hashizume, A.

2017, XVI, 161 p. 121 illus., 73 illus. in color., Hardcover

ISBN: 978-3-319-61960-6