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# Cross-Cultural Design

6th International Conference, CCD 2014

Held as Part of HCI International 2014

Heraklion, Crete, Greece, June 22-27, 2014

Proceedings



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# Foreword

The 16th International Conference on Human–Computer Interaction, HCI International 2014, was held in Heraklion, Crete, Greece, during June 22–27, 2014, incorporating 14 conferences/thematic areas:

Thematic areas:

- Human–Computer Interaction
- Human Interface and the Management of Information

Affiliated conferences:

- 11th International Conference on Engineering Psychology and Cognitive Ergonomics
- 8th International Conference on Universal Access in Human–Computer Interaction
- 6th International Conference on Virtual, Augmented and Mixed Reality
- 6th International Conference on Cross-Cultural Design
- 6th International Conference on Social Computing and Social Media
- 8th International Conference on Augmented Cognition
- 5th International Conference on Digital Human Modeling and Applications in Health, Safety, Ergonomics and Risk Management
- Third International Conference on Design, User Experience and Usability
- Second International Conference on Distributed, Ambient and Pervasive Interactions
- Second International Conference on Human Aspects of Information Security, Privacy and Trust
- First International Conference on HCI in Business
- First International Conference on Learning and Collaboration Technologies

A total of 4,766 individuals from academia, research institutes, industry, and governmental agencies from 78 countries submitted contributions, and 1,476 papers and 225 posters were included in the proceedings. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers thoroughly cover the entire field of human–computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas.

This volume, edited by P.L. Patrick Rau, contains papers focusing on the thematic area of Cross-Cultural Design, addressing the following major topics:

- Cross-cultural product and service design
- Cross-cultural issues in interaction
- Social aspects and implications of cross-cultural design

- Cross-cultural issues in e-commerce, marketing and branding
- Cross-cultural design for knowledge sharing and learning
- Cross-cultural design for the smart city

The remaining volumes of the HCI International 2014 proceedings are:

- Volume 1, LNCS 8510, Human–Computer Interaction: HCI Theories, Methods and Tools (Part I), edited by Masaaki Kurosu
- Volume 2, LNCS 8511, Human–Computer Interaction: Advanced Interaction Modalities and Techniques (Part II), edited by Masaaki Kurosu
- Volume 3, LNCS 8512, Human–Computer Interaction: Applications and Services (Part III), edited by Masaaki Kurosu
- Volume 4, LNCS 8513, Universal Access in Human–Computer Interaction: Design and Development Methods for Universal Access (Part I), edited by Constantine Stephanidis and Margherita Antona
- Volume 5, LNCS 8514, Universal Access in Human–Computer Interaction: Universal Access to Information and Knowledge (Part II), edited by Constantine Stephanidis and Margherita Antona
- Volume 6, LNCS 8515, Universal Access in Human–Computer Interaction: Aging and Assistive Environments (Part III), edited by Constantine Stephanidis and Margherita Antona
- Volume 7, LNCS 8516, Universal Access in Human–Computer Interaction: Design for All and Accessibility Practice (Part IV), edited by Constantine Stephanidis and Margherita Antona
- Volume 8, LNCS 8517, Design, User Experience, and Usability: Theories, Methods and Tools for Designing the User Experience (Part I), edited by Aaron Marcus
- Volume 9, LNCS 8518, Design, User Experience, and Usability: User Experience Design for Diverse Interaction Platforms and Environments (Part II), edited by Aaron Marcus
- Volume 10, LNCS 8519, Design, User Experience, and Usability: User Experience Design for Everyday Life Applications and Services (Part III), edited by Aaron Marcus
- Volume 11, LNCS 8520, Design, User Experience, and Usability: User Experience Design Practice (Part IV), edited by Aaron Marcus
- Volume 12, LNCS 8521, Human Interface and the Management of Information: Information and Knowledge Design and Evaluation (Part I), edited by Sakae Yamamoto
- Volume 13, LNCS 8522, Human Interface and the Management of Information: Information and Knowledge in Applications and Services (Part II), edited by Sakae Yamamoto
- Volume 14, LNCS 8523, Learning and Collaboration Technologies: Designing and Developing Novel Learning Experiences (Part I), edited by Panayiotis Zaphiris and Andri Ioannou
- Volume 15, LNCS 8524, Learning and Collaboration Technologies: Technology-rich Environments for Learning and Collaboration (Part II), edited by Panayiotis Zaphiris and Andri Ioannou

- Volume 16, LNCS 8525, Virtual, Augmented and Mixed Reality: Designing and Developing Virtual and Augmented Environments (Part I), edited by Randall Shumaker and Stephanie Lackey
- Volume 17, LNCS 8526, Virtual, Augmented and Mixed Reality: Applications of Virtual and Augmented Reality (Part II), edited by Randall Shumaker and Stephanie Lackey
- Volume 18, LNCS 8527, HCI in Business, edited by Fiona Fui-Hoon Nah
- Volume 20, LNCS 8529, Digital Human Modeling and Applications in Health, Safety, Ergonomics and Risk Management, edited by Vincent G. Duffy
- Volume 21, LNCS 8530, Distributed, Ambient, and Pervasive Interactions, edited by Norbert Streitz and Panos Markopoulos
- Volume 22, LNCS 8531, Social Computing and Social Media, edited by Gabriele Meiselwitz
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- Volume 24, LNCS 8533, Human Aspects of Information Security, Privacy and Trust, edited by Theo Tryfonas and Ioannis Askoxylakis
- Volume 25, LNAI 8534, Foundations of Augmented Cognition, edited by Dylan D. Schmorrow and Cali M. Fidopiastis
- Volume 26, CCIS 434, HCI International 2014 Posters Proceedings (Part I), edited by Constantine Stephanidis
- Volume 27, CCIS 435, HCI International 2014 Posters Proceedings (Part II), edited by Constantine Stephanidis

I would like to thank the Program Chairs and the members of the Program Boards of all affiliated conferences and thematic areas, listed below, for their contribution to the highest scientific quality and the overall success of the HCI International 2014 Conference.

This conference could not have been possible without the continuous support and advice of the founding chair and conference scientific advisor, Prof. Gavriel Salvendy, as well as the dedicated work and outstanding efforts of the communications chair and editor of *HCI International News*, Dr. Abbas Moallem.

I would also like to thank for their contribution towards the smooth organization of the HCI International 2014 Conference the members of the Human-Computer Interaction Laboratory of ICS-FORTH, and in particular George Paparoulis, Maria Pitsoulaki, Maria Bouhli, and George Kapnas.

April 2014

Constantine Stephanidis  
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# HCI International 2015

The 15th International Conference on Human–Computer Interaction, HCI International 2015, will be held jointly with the affiliated conferences in Los Angeles, CA, USA, in the Westin Bonaventure Hotel, August 2–7, 2015. It will cover a broad spectrum of themes related to HCI, including theoretical issues, methods, tools, processes, and case studies in HCI design, as well as novel interaction techniques, interfaces, and applications. The proceedings will be published by Springer. More information will be available on the conference website: <http://www.hcii2015.org/>

General Chair

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# Table of Contents

## Cross-Cultural Product and Service Design

A Reflective Study in Metaphorical Products Design from the Mapping of Relational Similarity Perspective.....	3
<i>Kung-Ling Chang</i>	
Introduction Strategies of Service-Oriented Product System Design for the Transformation and Upgrading of Small and Medium Manufacturers in China .....	14
<i>Jiajia Chen</i>	
The Research of Regional Culture Characteristics of Tourism Commodities Based on Cross-Cultural Experience .....	24
<i>Jianxin Cheng, Le Xi, Junnan Ye, and Wangqun Xiao</i>	
Towards the Development of an Inter-cultural Scale to Measure Trust in Automation .....	35
<i>Shih-Yi Chien, Zhaleh Semnani-Azad, Michael Lewis, and Katia Sycara</i>	
The Research on the Logistics Service Design Based on the Theory of Brand Image: A Case for FEELER .....	47
<i>Qing Ge, Yin Wang, and Nan Zhou</i>	
Comparing Chinese and German's Emotional Reaction to Perfume .....	59
<i>Mengyu Guo, Zhe Chen, Hui Li, Pei-Luen Patrick Rau, Long Zeng, Xiangheng Wang, Nico Wendler, and Lahcen Feddol</i>	
Designing "Fashion" into Uniform for Taipei City Public Cleaner Team .....	68
<i>Chiwi Hsu, An-Feng Zhang, and Robert Chen</i>	
Research on the Extraction and Visualization of Automobile Brand Form Gene Based on Multi-roles' Expectation Image .....	80
<i>Weifeng Hu, Xiangyang Xin, and Binbin Li</i>	
EEG-Based Measurement of Emotion Induced by Mode, Rhythm, and MV of Chinese Pop Music .....	89
<i>Mao Mao and Pei-Luen Patrick Rau</i>	
The Research on the Value Experience in the Brand Culture of SuShan and the Design of Product System Service .....	101
<i>Jie Wei, Chenmiao Liu, and Jing Wang</i>	

A Service Design Research on New Information Technology of Fruit Brand Experience and Innovation .....	111
<i>Liang Yin, Bin Bin Li, and Shengli Lu</i>	
The Research of Product Design Evaluation Method Based on Brand Intention Recognition .....	118
<i>Mei Yu Zhou, Chaorxiang Yang, and Jue Wu</i>	

## Cross-Cultural Issues in Interaction

Development of a Scale to Assess the Linguistic and Phonological Difficulty of Passwords .....	131
<i>Jennifer Romano Bergstrom, Stefan A. Frisch, David Charles Hawkins, Joy Hackenbracht, Kristen K. Greene, Mary F. Theofanos, and Brian Griepentrog</i>	
An Examination of Typographic Standards and Their Relevance to Contemporary User-Centred Web and Application Design .....	140
<i>Ian Christopher Dyer</i>	
How Does User's Access to Object Make HCI Smooth in Recipe Guidance? .....	150
<i>Atsushi Hashimoto, Jin Inoue, Takuya Funatomi, and Michihiko Minoh</i>	
Evaluating the Effects of Cultural Preferences on Website Use .....	162
<i>Hsiu Ching Laura Hsieh</i>	
A Study of Kinect-Based Smart TV Control Mode .....	174
<i>He Li, Jing Qiu, and Long Gao</i>	
Explore Elder Users' Reading Behaviors with Online Newspaper .....	184
<i>Weijane Lin, Hui-Chun Lin, and Hsiu-Ping Yueh</i>	
An Approach of Indoor Exercise: Kinect-Based Video Game for Elderly People .....	193
<i>Zhe Liu, Chen Liao, and Pilsung Choe</i>	
Interaction Design of a Semi-automatic Video Face Annotation System .....	201
<i>Cailiang Liu, Tao Xiong, Chenguang Zhang, and Zhibing Wang</i>	
Thumbs Up to Gesture Controls? A Cross-Cultural Study on Spontaneous Gestures .....	211
<i>Alison Meier, Kelly Goto, and Michael Wörmann</i>	
A Low-Cost Approach to Face Behavior for Mental Work .....	218
<i>Jing Qiu, Jun Lu, Youyuan Pan, and Rolf Helbig</i>	



The Great Authentication Fatigue – And How to Overcome It . . . . .	228
<i>M. Angela Sasse, Michelle Steves, Kat Krol, and Dana Chisnell</i>	
Clear, Unambiguous Password Policies: An Oxymoron? . . . . .	240
<i>Michelle Steves, Kevin Killourhy, and Mary F. Theofanos</i>	
ARITH Product Evaluation System: A User-Centered Study on Web Products Evaluation . . . . .	252
<i>Eric Yang and Zhong Wang</i>	
First-Time User Experience with Smart Phone New Gesture Control Features . . . . .	262
<i>Jia Zhou, Jie Zhang, Bingjun Xie, Ning Liu, Ming Jiang, Huilin Wang, and Qiqing Gan</i>	
<b>Social Aspects and Implications of Cross-Cultural Design</b>	
Designing “Friendly” into Public Park for Taipei City . . . . .	275
<i>Li-Yu Chen, Ying-Ming Su, and Annie Chen</i>	
Design for Social Interaction in Public Spaces . . . . .	287
<i>Jun Hu, Joep Frens, Mathias Funk, Feng Wang, and Yu Zhang</i>	
Smart Asia: A New Platform for Collective Intelligence . . . . .	299
<i>Christopher Grant Kirwan</i>	
Designing “Female Prospect” into Public Space for Taipei City . . . . .	309
<i>Yi-Tsu Peng, Yu-Di Huang, Jun-Liang Chen, and Chuck Chen</i>	
Social Sustainability in Design: The Window as an Interface for Social Interaction . . . . .	321
<i>Gaia Scagnetti and Federico Casalegno</i>	
Designing “Healthy” into Green Environment for Taipei City . . . . .	331
<i>Ying-Ming Su, Li-Yu Chen, and Annie Chen</i>	
Designing “Flourishing” into Green Environment for Taipei City . . . . .	341
<i>Ying-Ming Su, Yu-Chou Wu, and Chia-Hui Lin</i>	
How to Promote Patient Safety in Social Media: A Comparison between Messages in Social Media and Newspapers . . . . .	351
<i>Na Sun and Pei-Luen Patrick Rau</i>	
Design Implications of Digital Social Innovation: A Playful Approach to Analyse Cases Study Dataset . . . . .	361
<i>Francesca Valsecchi and Miaosen Gong</i>	

Design Trend Research for Building a Future Physical-Cyber Ecosystem ..... 373  
*Hongyan Yan and Yanyan Sun*

Cross-Culture Thinking in Sustainable Service Design of Social Innovation: Case Comparison between Milan, IT and Wuxi, China ..... 382  
*Linghao Zhang, Xinli Lin, and Guangmei Yang*

User Adoption and Loyalty of Location Based Social Network Service in China ..... 392  
*Yubo Zhang and Pei-Luen Patrick Rau*

The Study of Interactive Design in Service Systems for Community Self-help Charitable Facilities ..... 403  
*Xiaorui Zhou, Zhejun Liu, and Yangxi Tian*

**Cross-Cultural Issues in E-commerce, Marketing and Branding**

Understanding Emerging Markets by Applying Lean UX ..... 417  
*Stephanie Chan, Gloria Chen, and Limin Fu*

Co-creative Value for Cultural and Creative Economic Growth – Designing a Cultural Merchandise and Constructing a Marketing Model ..... 427  
*Tsen-Yao Chang*

The Study of Service Design with the Perspective of Cross-Cultural Based on the Advertising Events and the Brand Experience ..... 437  
*Jianxin Cheng, Hongbo Lai, and Junnan Ye*

Newsvendor’s Response to Demand History ..... 449  
*Wei Geng and Xiaodong Ding*

Improving the Predictive Validity of NPS in Customer Satisfaction Surveys ..... 458  
*Gang Huang and Huai-lin Wang*

Visual Search on E-commerce Category Navigation: A Multi-language Study ..... 470  
*Bin Liu, Lijuan Cao, Yumei Tang, and Ming Zhong*

Older Adults’ Online Shopping Behavior in China ..... 482  
*Caiyue Shen, Lian Zhou, and Shuching Lin*

Behavior Study on Consumer Driven e-Commerce ..... 489  
*Yanxia Yang and Grace Deng*

What Chinese Female Online Shoppers Need: A Case Study by Applying the Kano Model in E-Commerce .....	498
<i>Zhibo Yin, Lingxiao Zhang, Xinheng Fan, and Wei Li</i>	

Responsive Web Design and Its Use by an E-Commerce Website .....	509
<i>Yujing Zeng, Jie Gao, and Chunsong Wu</i>	

## **Cross-Cultural Design for Knowledge Sharing and Learning**

How Different Cultures Affect Online Communication on Knowledge Sharing between the Thais and Chinese .....	523
<i>Pimnapa Atsawintarangkun and Takaya Yuizonon</i>	

Cultural Difference on the Usage Pattern of Tagging System for Knowledge Sharing .....	534
<i>Zhe Chen, Qin Gao, and Yuancheng Yang</i>	

Creating Individualized Learning Paths for Self-regulated Online Learners: An Ontology-Driven Approach .....	546
<i>Yu-Liang Chi, Tsang-Yao Chen, and Wan-Ting Tsai</i>	

Exploring Children's Attitude and Reading Comprehension toward Different Styles of Reading Orientation .....	556
<i>Weijane Lin, Hsin-Ying Wu, Pei-Min Wu, Yun Tung, and Hsiu-Ping Yueh</i>	

Culture and Student-Faculty Communication in Higher Education: Implications for the Design of Educational Communication Tools .....	563
<i>Jun Liu, Pei-Luen Patrick Rau, and Bert Schulz</i>	

The Relations between Interface Design of Digital Game-Based Learning Systems and Flow Experience and Cognitive Load of Learners with Different Levels of Prior Knowledge .....	574
<i>Chun-Yi Shen and Hao-Ping Chu</i>	

Intercultural Design in e-Learning: A Comparison of Three Different Approaches .....	585
<i>Vassilia Stefanou</i>	

A Cross-Cultural Comparison on Contributors' Motivations to Online Knowledge Sharing: Chinese vs. Germans .....	597
<i>Bin Zhu, Qin Gao, and Eike Nohdurft</i>	

## **Cross-Cultural Design for the Smart City**

Building the Co-design and Making Platform to Support Participatory Research and Development for Smart City .....	609
<i>Zhiyong Fu and Xu Lin</i>	

Designing “Qualia” into Night Market for Taipei City . . . . .	621
<i>Yu-Di Huang, Yi-Tsu Peng, Chun-Wen Fang, and Jun-Liang Chen</i>	
Building Trust in Hospitality and Culture Exchange Travel Sites: Lessons from Heuristic Evaluation of CouchSurfing . . . . .	630
<i>Yu-Hsiu Hung, Lian-Fan Wu, and Chia-Chun Chen</i>	
From Adaptive Design to Adaptive City-Design in Motion for Taipei City . . . . .	643
<i>Rungtai Lin, Ching-Chiuan Yen, and Robert Chen</i>	
Designing “Innovation” into Eslite Group for Taipei City . . . . .	650
<i>Mei-Ting Lin, Po-Hsien Lin, and Jun-Liang Chen</i>	
Designing “Friendly” into Public Bicycle for Taipei City . . . . .	660
<i>Yuhuan Lin and Yen-Yu Kang</i>	
A Design of Smart Travel Based on City User Experience . . . . .	668
<i>Ping Liu and Young Hwan Pan</i>	
Design for the Public Usage of Rural Surplus Space (PURSS): The Case Study of DEISGN Harvests . . . . .	676
<i>Yongqi Lou and Dongjin Song</i>	
Designing Cloud Computing into Taipei City: A Pilot Study of the Service Design from Taipei Cloud . . . . .	688
<i>Jui-Ping Ma, Stanley Wei, and Rungtai Lin</i>	
When China Encounters Smart TV: Exploring Factors Influencing the User Adoption in China . . . . .	696
<i>Yuming Tao, Jing Chang, and Pei-Luen Patrick Rau</i>	
<b>Cross-Cultural Design for Creativity</b>	
Designing “Taipei City” as a World Design Capital . . . . .	709
<i>Jun-Liang Chen, Yu-Ju Lin, Stanley Wei, and Yen-Yu Kang</i>	
Designing ‘Culture and Heritage’ into the C1D1 District of Taipei City . . . . .	721
<i>Lihrong Chiou, Kung-Ling Chang, Yu-Chi He, and Richard H. Lee</i>	
Analysis of Application of Digital Archives to Value-Added Design in Cultural Creative Products . . . . .	731
<i>Chi-Hsien Hsu, Robert Chen, and Rungtai Lin</i>	
Cultural Creativity in Design Exhibition – A Case Study of Emotional Effects Experienced by the Audience . . . . .	743
<i>Yu-Ju Lin, Jui-Ping Ma, and Jun-Liang Chen</i>	

A Study of Applying Sakizaya Tribe's Palamal (The Fire God Ritual) into Cultural Creative Products Design .....	753
<i>Po-Hsien Lin, Jao-Hsun Tseng, and Pei-Chen Lin</i>	
The Sino-Italian Collaborative Design Platform: Designing and Developing an Innovative Product Service System .....	766
<i>Wei Liu and Yongqi Lou</i>	
Cultural Creativity in Design Strategy: A Case Study of User's Preference of a Bird-Shaped Teapot .....	775
<i>Chi-Chang Lu and Po-Hsien Lin</i>	
The GamiMedia Model: Gamifying Content Culture .....	786
<i>Mizuki Sakamoto and Tatsuo Nakajima</i>	
Applying the Time and Space Forms of Poetry to Creative Design .....	798
<i>Mo-Li Yeh, Ming-shean Wang, and Pey-Chwen Lin</i>	
<b>Author Index</b> .....	809

# The Sino-Italian Collaborative Design Platform: Designing and Developing an Innovative Product Service System

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**Abstract.** This research aims to explore how to bring the richness of collaborative design into the (formal) context of the offices and colleagues. This research went through five stages to design product service systems: 1) product service system analysis, 2) collaborative design, 3) Research on computer supported cooperative work (CSCW) model, 4) User experience research, and 5) Product service system design. Recommendations are given to design and develop interactive collaborative design platforms in the work context. Researchers and designers who are interested in designing and developing rapidly evolving and experiential ICT systems would benefit from learning this research.

**Keywords:** Product service system, collaborative design, user experience, information technologies.

## 1 Introduction

Social innovation requires collaboration between individuals. Collaboration requires individuals working together in a coordinated fashion, towards a common goal. Accomplishing the goal is the primary purpose for bringing the team together. Collaborative platform helps facilitate action-oriented teams working together over geographic distances by providing tools that aid communication, collaboration and the process of problem solving. Additionally, collaborative platform may support project management functions, such as task assignments, time-managing deadlines and shared calendars. The artefacts, the tangible evidence of the problem solving process and the final outcome of the collaborative effort, require documentation and may involve archiving project plans, deadlines and deliverables. This would create a more sustainable working and living environments, which is in line with the theme of this session: Future urban sustainability and social innovation. In this research, by integrating international design resources and the most advanced information technologies (e.g., cloud computing), we aim to achieve a real-time, remote, collaborative and digital product service system from a ‘human-centered’ perspective. This product service system is called the Sino-Italian collaborative design platform, which includes a set of technological toolkit, intellectual property databases, an easy-to-use cross-

border digital prototype and a collaborative design network. This platform connects professional design laboratories geographically spread around the world, and supports co-design through seamless digital and physical computer supported cooperative work (CSCW) collaborations. Researchers and designers who are interested in designing and developing rapidly evolving and experiential ICT systems would benefit from learning this research.

## **2 Related Work**

In the work context, Keller [8] designed cabinet that helps designers collect and organize their visual material for inspiration. The design makes interaction with digital material more physical by dragging digital images on a table as if they are real objects. It offers a fluent way to add physical material to the digital collection by digitizing and projecting any objects placed on the table. This type of study was followed by several other recent projects in the domain of computer supported collaborative work (CSCW), such as designing an intelligent robot worker that transports goods and samples in semi-public hospital context [11] and designing a shape-changing communication device that facilitates expressive ‘knocking’ communications between two office workers [16]. Another example is the intelligent reading lamp, which aims to demonstrate ethics and esthetics in products and systems [21]. By moving the hand over the lamp, a ‘living light’ can be directed onto an object such as a book. This interaction design can fit into both the home and work contexts.

## **3 Research Objectives**

Our research objective has been to explore how to bring the richness of collaborative design that people currently experience in the experimental context into the (formal) context of their offices and colleagues. This is an interesting challenge that presents itself to developers, designers and researchers.

## **4 Approach**

From the beginning and throughout the whole research, digital and physical prototypes that are rich in aesthetic, expressive and experiential quality will be built and tested in real contexts. In the first phases of the project emphasis lies in the exploration of new ways of interacting and new technologies, while later on in the project the focus shifts to applying these new techniques within the domain of collaborative design platform. To ensure a high flow of thoughts, ideas and knowledge, a research through design approach is taken, in which the generation of knowledge and the development of applications go hand in hand. Research through design is used as a form of research to contribute to a design activity [1], [21]. It is recognized as a form of action research, defined as systematic investigation through practical action calculated to devise or test new information, ideas, forms or procedures and to produce com-

municable knowledge [1], [9]. Action research is an iterative process involving researchers and practitioners acting together in a particular cycle of activities [2], [20]. The research through design approach is highly iterative, integrating theory and practice from different fields into working experiential prototypes. These prototypes can be experienced as working artefacts and can be used as research means to demonstrate and explore these theories [14]. Designing and building working prototypes that are rich in experiential quality therefore plays a key role in this approach. The reflection on the action (of designing and building) creates new knowledge. The designing act of creating prototypes is in itself a potential generator of knowledge [6], [17], leading to new design insights and refinement of research issues.

Our research went through the following 5 stages: 1) Product service system analysis: analyzing the characteristics of collaborative products service systems, understanding their information architecture, comparing the advantages and disadvantages of existing systems, referencing these systems for the our design and development. 2) Collaborative design: comparing creative design approach (e.g., brainstorming and exchanging ideas with co-workers through inspirational channels) and other design approaches (e.g., engineering design). 3) Research on computer supported cooperative work (CSCW) model: researching on possible technical solutions of realizing creative collaboration and looking for a new computer supported cooperative work model. 4) User experience research: understanding user behaviors and demands on collaborative product service systems. 5) Product service system design: designing specific use cases, user stories and user interface, developing the whole product service system, e.g., user interface and cloud solutions.

#### **4.1 Product Service System Analysis**

Products are no longer just products, services not only services. This type of thinking requires new design and development structures, moving people out of their traditional compartments, meeting the needs of an often diverse and evolving group of end-users [3]. Product service systems are designed in highly dynamic network environments, mixing people and parties, models, interests and goals. The design of PSS requires an integrated effort to create the product, the related service and the underlying business model in one comprehensive proposition. For many companies and creative professionals this a relatively new way of working, requiring a more strategic way of thinking. By creating tools and methods, the projects will enable designers to strategically contribute to product service system development. From a conceptual point of view, product service system design requires the creation of experiential value for users. This is a complex process, as the design effort of the sum is greater than that of the individual parts. The user experience research line will look for knowledge, methods and tools to allow the designer to more effectively design these experiences. The intelligence incorporated in functions as an extension to both the product and service components. This may significantly influence the design, testing and prototyping of product-service combinations. The intelligence research line will focus on the optimal application of smart, enabling technology by developing new knowledge, tools and methodologies.



## 4.2 Collaborative Design

Collaborative design is a generic term, which combines the understanding of the way people design in groups with the enabling technologies of computer networking, and associated hardware, software, services and techniques [4]. Essentially, collaborative design goes beyond building technology itself and looks at how people work within groups and organizations and the impacts of technology on those processes. ‘Collaborative’ means we have to creatively solve problems and engage in design project activities, management and coordination in both public and private organizations. Techniques for generating and communicating good ideas are needed, both independently and as part of a team. ‘Design’ means we need a deep understanding of the process of design. We have to understand, advocate and facilitate good design. We have to obtain an understanding of the range and purpose of several design disciplines, strong communication skills and knowledge about the sustainability and economic impact of design thinking.

## 4.3 Research on CSCW

CSCW is a design-oriented academic field that is interdisciplinary in nature and brings together economists, organizational theorists, educators, social psychologists, sociologists, anthropologists and computer scientists, among others [5]. The expertise of researchers in various and combined disciplines help researchers identify venues for possible development. It is an identifiable research field focused on understanding characteristics of interdependent group work with the objective of designing adequate computer-based technology to support such cooperative work [12].

Collaborative design has a great extent of mixing between social scientists and technologists as developers work together to overcome both technical non-technical problems within the same user spaces [13]. For example, many professionals working with collaborative design are computer scientists who have realized that social factors play an important role in the development of collaborative design systems. On the opposite side, many innovation designers and social scientists who understand the increasing role of technology in our social world become ‘technologists’ who work in research labs to develop cooperative systems [19]. Over the years, researchers have identified a number of core dimensions of collaborative work, including:

- Awareness: individuals designing together need to be able to gain shared knowledge about each other's activities [5].
- Articulation: cooperating individuals to partition design into units, divide it amongst themselves and, after the work is performed, reintegrate it [12].
- Appropriation: how an individual or group adapts a technology to their own particular situation; the technology may be appropriated in a manner completely unintended by the designers [7], [19].

#### 4.4 User Experience Research

User experience was considered as an important dimension in designing and developing this product service system. User scenarios in using software and hardware were fully considered and compared in the design and development process. Literature research paid specific attention to ergonomic platform, handheld terminals, input and output devices and operating experience. Analysis of creative collaboration helped to summarize the characteristics of user experience of existing systems. Design and development took care of software interface, logical relationships, user interactions, interface visual experience and user testing at different stages of software development.

12 interviews with 12 office workers have taken place at 12 companies, with the number of office workers varying from 10 to 1000 employees. They were young entrepreneurs, wholesalers and office managers. We used basic interviewing technique [9], [10], [15] in the form of face-to-face conversation between researcher and participants. The interview made use of generative toolkit [18]. See Fig. 1 for an impression. Each interview included six steps as described below:

1. Start with an observation of the work context.
2. Ask the participants to work on the toolkit, i.e., select a number of pictures, which express their behaviors and interactions in life and work the best.
3. Participants use the words and the selected pictures to make collages in order to illustrate their personal experiences.
4. Collect stories, trigger discussion and gain reflection from their experiences.
5. Cluster the collages in order to find categories of interaction qualities.
6. Round up discussion and reflection. Audio recordings were taken for the interviews, which

Audio recordings were taken for the interviews, which then later were turned into transcripts. Photographs were also taken during the interviews. In addition, during the interviews, field notes were taken by the researcher to capture informal conversations and contextual observations.

Scenario: 内部开会

Communication Points:

目的: 内部沟通 - 尽量还原当时的场景, 录音, 录像

场所: 会议室

stakeholders: AE + 组长 + 2-3设计师

工具 (功能点): 投影仪

动作流程: VI检查

放PPT/电影/文字

成果: AE总结的文字稿 → 看通过的视频 (口碑)

期望的体验效果: 写通

可自由调动的  
设计素材 (视频/照片)  
支持各种格式  
的材料

文档库管理  
标签搜索  
关键词

会议

AE组长

Fig. 1. Example of the filled toolkit

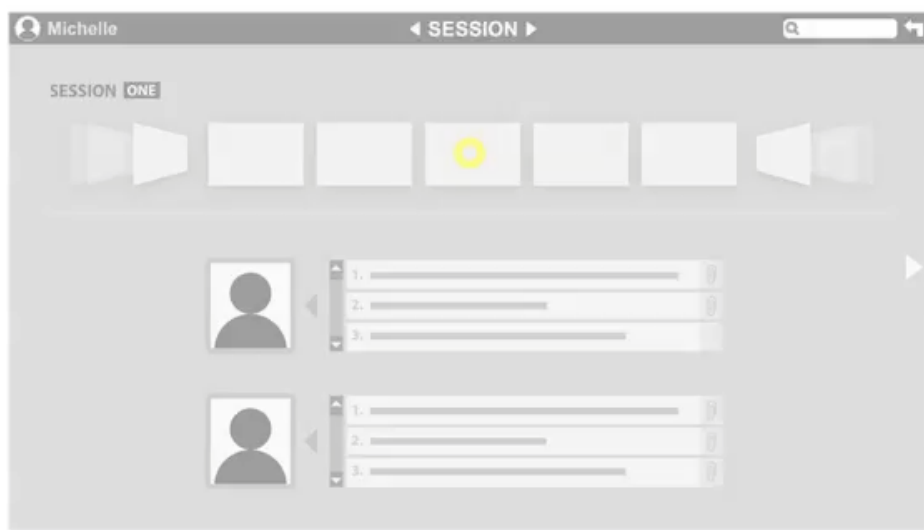
Qualitative analysis started with all the data (transcripts, collages, field notes and visual materials) gathered in the interviews, followed by communicating the 'selected and distilled insights' [17]. First, each researcher individually read the transcript, marking possibly relevant quotes. Secondly, the researchers consolidated the selection by turning about 80 quotes into explicit interpretations in the format of a statement card. Key part of the format was the interpretation (paraphrase), in which the researchers made explicit in their own words what the quote is saying. Third, the researchers clustered these statement cards into manageable groups, which were labeled and described. Finally, the words and pictures from the collages were also clustered together with the statement cards to help describe the interpretations and convey insights.

#### 4.5 Product Service System Design

From the perspective of experience and service to the major stakeholder in-depth product analysis, rendering the overall economic trend graph and cooperation from key areas, key activities, core resources, the promotion of economic operators and other design subsystems. Positioning of the main attributes of specific platforms: design tools, creative showcase, the owners issued a platform for design projects, entrepreneurs seeking venture platform, shared resource platform, global network manufacturing alliance. High low-end platform defines different forms. Consider intertwined stakeholder and design procedures, and specifically designed to select a representative scenario as in the late part of the project implementation.

Platform overall system architecture design and software interface design was performed. On the basis of the first part of the research on the needs and status of the building, products, clothing, media, creative design five typical areas of in-depth analysis. Depending on the stage of the design ideas of user needs further categorized,

and each corresponds to the specific needs of the platform elements were conceived and finishing. Based on the above-depth study on the overall system architecture platform preliminary build. In the software interface has also made the concept, structure and interaction design with features to support the design and creative process. Platform and operating environment of space design and related components of product design was also performed. Domestic and foreign high-tech office space and products for the study, combined with the overall system architecture of the platform design of the physical space in the form of interface platform and the platform for the overall planning and design. See Fig. 2 for an impression of the user interface design.



**Fig. 2.** Example of the user interface design

## 5 Recommendations

Based on the results of our research approach, we identified a number of key design recommendations, which are given to design and develop interactive collaborative design platforms in the work context. These recommendations are as follows:

- Support typical user behaviors and meet their expectations
- Optimize styles of interaction
- Match context of use and design tasks
- Adopt iterative design and evaluation process
- Move from product to service system and platform
- Enable cross-platform seamless connection
- Reach ease-of-use and joy-of-use level
- Establish collaborative and multi-tasking user experience
- Apply and innovate modern technologies
- Promote rapid prototyping

## 6 Conclusions

We have gone through five stages on exploring product service system, user experience and technology in the work context. The goals were to explore how to bring the richness of collaborative design into the (formal) context of their offices and colleagues. Our design challenges lie in supporting innovative interactions and apply innovative technologies within the context of collaborative design work.

Our contribution to the existing body of knowledge is to draw attention to IT supported new ways of interacting that will have a great influence on collaborative design context. We gave a number of recommendations, which were then used as criteria to design and develop the experience of user-system interactions. We have a strong focus on studying our users and meeting their wishes in (the early phase of) design. Our findings have implications on the development of the future collaborative design product service systems that should utilize the power and advantages of modern, appropriate and innovative interactions and technologies. Our approach of design and development can also be used in the development of other services and/or tools for conceptualization.

## 7 Future Work

In the future, we envision going further by completing developing the collaborative design platform prototype in which the design recommendations are implemented. The prototype will also get evaluated based on how it functionally works, how its user interactions fit into the work context and how it can benefit future collaborative design work.

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# Author Index

- Atsawintarakun, Pimnapa 523  
 Bergstrom, Jennifer Romano 131  
 Cao, Lijuan 470  
 Casalegno, Federico 321  
 Chan, Stephanie 417  
 Chang, Jing 696  
 Chang, Kung-Ling 3, 721  
 Chang, Tsen-Yao 427  
 Chen, Annie 275, 331  
 Chen, Chia-Chun 630  
 Chen, Chuck 309  
 Chen, Gloria 417  
 Chen, Jiajia 14  
 Chen, Jun-Liang 309, 621, 650, 709, 743  
 Chen, Li-Yu 275, 331  
 Chen, Robert 68, 643, 731  
 Chen, Tsang-Yao 546  
 Chen, Zhe 59, 534  
 Cheng, Jianxin 24, 437  
 Chi, Yu-Liang 546  
 Chien, Shih-Yi 35  
 Chiou, Lihrong 721  
 Chisnell, Dana 228  
 Choe, Pilsung 193  
 Chu, Hao-Ping 574  
 Deng, Grace 489  
 Ding, Xiaodong 449  
 Dyer, Ian Christopher 140  
 Fan, Xinheng 498  
 Fang, Chun-Wen 621  
 Feddol, Lahcen 59  
 Frens, Joep 287  
 Frisch, Stefan A. 131  
 Fu, Limin 417  
 Fu, Zhiyong 609  
 Funatomi, Takuya 150  
 Funk, Mathias 287  
 Gan, Qiqing 262  
 Gao, Jie 509  
 Gao, Long 174  
 Gao, Qin 534, 597  
 Ge, Qing 47  
 Geng, Wei 449  
 Gong, Miaosen 361  
 Goto, Kelly 211  
 Greene, Kristen K. 131  
 Griepentrog, Brian 131  
 Guo, Mengyu 59  
 Hackenbracht, Joy 131  
 Hashimoto, Atsushi 150  
 Hawkins, David Charles 131  
 He, Yu-Chi 721  
 Helbig, Rolf 218  
 Hsieh, Hsiu Ching Laura 162  
 Hsu, Chi-Hsien 731  
 Hsu, Chiui 68  
 Hu, Jun 287  
 Hu, Weifeng 80  
 Huang, Gang 458  
 Huang, Yu-Di 309, 621  
 Hung, Yu-Hsiu 630  
 Inoue, Jin 150  
 Jiang, Ming 262  
 Kang, Yen-Yu 660, 709  
 Killourhy, Kevin 240  
 Kirwan, Christopher Grant 299  
 Krol, Kat 228  
 Lai, Hongbo 437  
 Lee, Richard H. 721  
 Lewis, Michael 35  
 Li, Bin Bin 80, 111  
 Li, He 174  
 Li, Hui 59  
 Li, Wei 498  
 Liao, Chen 193  
 Lin, Chia-Hui 341  
 Lin, Hui-Chun 184  
 Lin, Mei-Ting 650  
 Lin, Pei-Chen 753  
 Lin, Pey-Chwen 798

- Lin, Po-Hsien 650, 753, 775  
 Lin, Rungtai 643, 688, 731  
 Lin, Shuching 482  
 Lin, Weijane 184, 556  
 Lin, Xinli 382  
 Lin, Xu 609  
 Lin, Yuhsuan 660  
 Lin, Yu-Ju 709, 743  
 Liu, Bin 470  
 Liu, Cailiang 201  
 Liu, Chenmiao 101  
 Liu, Jun 563  
 Liu, Ning 262  
 Liu, Ping 668  
 Liu, Wei 766  
 Liu, Zhe 193  
 Liu, Zhejun 403  
 Lou, Yongqi 676, 766  
 Lu, Chi-Chang 775  
 Lu, Jun 218  
 Lu, Shengli 111  
  
 Ma, Jui-Ping 688, 743  
 Mao, Mao 89  
 Meier, Alison 211  
 Minoh, Michihiko 150  
  
 Nakajima, Tatsuo 786  
 Nohdurft, Eike 597  
  
 Pan, Young Hwan 668  
 Pan, Youyuan 218  
 Peng, Yi-Tsu 309, 621  
  
 Qiu, Jing 174, 218  
  
 Rau, Pei-Luen Patrick 59, 89, 351, 392,  
 563, 696  
  
 Sakamoto, Mizuki 786  
 Sasse, M. Angela 228  
 Scagnetti, Gaia 321  
 Schulz, Bert 563  
 Semnani-Azad, Zhaleh 35  
 Shen, Caiyue 482  
 Shen, Chun-Yi 574  
 Song, Dongjin 676  
 Stefanou, Vassilia 585  
 Steves, Michelle 228, 240  
 Su, Ying-Ming 275, 331, 341  
  
 Sun, Na 351  
 Sun, Yanyan 373  
 Sycara, Katia 35  
  
 Tang, Yumei 470  
 Tao, Yuming 696  
 Theofanos, Mary F. 131, 240  
 Tian, Yangxi 403  
 Tsai, Wan-Ting 546  
 Tseng, Jao-Hsun 753  
 Tung, Yun 556  
  
 Valsecchi, Francesca 361  
  
 Wang, Feng 287  
 Wang, Huai-lin 458  
 Wang, Huilin 262  
 Wang, Jing 101  
 Wang, Ming-shean 798  
 Wang, Xiangheng 59  
 Wang, Yin 47  
 Wang, Zhibing 201  
 Wang, Zhong 252  
 Wei, Jie 101  
 Wei, Stanley 688, 709  
 Wendler, Nico 59  
 Wörmann, Michael 211  
 Wu, Chunsong 509  
 Wu, Hsin-Ying 556  
 Wu, Jue 118  
 Wu, Lian-Fan 630  
 Wu, Pei-Min 556  
 Wu, Yu-Chou 341  
  
 Xi, Le 24  
 Xiao, Wangqun 24  
 Xie, Bingjun 262  
 Xin, Xiangyang 80  
 Xiong, Tao 201  
  
 Yan, Hongyan 373  
 Yang, Chaoxiang 118  
 Yang, Eric 252  
 Yang, Guangmei 382  
 Yang, Yanxia 489  
 Yang, Yuancheng 534  
 Ye, Junnan 24, 437  
 Yeh, Mo-Li 798  
 Yen, Ching-Chiuan 643  
 Yin, Liang 111



Yin, Zhibo 498  
 Yueh, Hsiu-Ping 184, 556  
 Yuizono, Takaya 523  
  
 Zeng, Long 59  
 Zeng, Yujing 509  
 Zhang, An-Feng 68  
 Zhang, Chenguang 201  
 Zhang, Jie 262  
 Zhang, Linghao 382

Zhang, Lingxiao 498  
 Zhang, Yu 287  
 Zhang, Yubo 392  
 Zhong, Ming 470  
 Zhou, Jia 262  
 Zhou, Lian 482  
 Zhou, Mei Yu 118  
 Zhou, Nan 47  
 Zhou, Xiaorui 403  
 Zhu, Bin 597