Cross-Cultural Design

9th International Conference, CCD 2017 Held as Part of HCI International 2017 Vancouver, BC, Canada, July 9–14, 2017 Proceedings



Contents

Cultural Foundations of Design	
Transforming Traditional Paper Cutting into LINE Stickers	3
A Systemic Approach to Concrete Constructions Bernardino Chiaia, Alessandro Fantilli, and Pier Paolo Peruccio	15
Western vs. Eastern: A Reflective Research on the Development of Chinese Animation	25
A Study of Communication in Turning "Poetry" into "Painting"	37
The Impact of Chinese Traditional Cultural on the Gesture and User Experience in Mobile Interaction Design	49
What is a System?: A Lesson Learned from the Emerging Practice of DesignX	59
A First Speculation on Cultural Experiments as Design Research Methods Francesca Valsecchi, Roberta Tassi, and Elena Kilina	76
Waterfall Flow vs. Fixed Grid Webpage Layout Design – The Effects Depend on the Zhong-Yong Thinking Style	94
Transforming Concepts of a Taiwanese Twin Cup into Social Design Activities	104
Applying the Story of The Dream of the Butterfly in Creative Design Mo-Li Yeh, Chun-Ming Lien, and Yi-Fang Kao	121
Cross-Cultural Product and Service Design	
Research and Application of Service Design Thoughts in Subway Advertisement Design	133

Consistency of Use Flow Improving User Experience of Service-Oriented Websites	146
Independent Bathing for Older Adults: The Conceptualization of the iMagic-BOX Portable Walk-In Bathtub	161
The Integration of Personal and Public Transportation in Creating Seamless Experience	171
Integration and Innovation: Learning by Exchanging Views - A Report of the Cross-Cultural Design Workshop for Stone Craving	181
The Item-Based Fashion Matching Experience in Online Platform Service Design: A Case Study from Chinese Customers	192
The Interdisciplinary Collaboration of Innovational Design	204
Research on the Service Design of the Museum Visiting	216
Implementation of Service Design on Innovation Development of Traditional Handicraft: A Case Study of Yongchun Lacquered Basket Yan Wu, Li-Yu Chen, and Lei Ren	232
Designing a Cross-Cultural Interactive Music Box Through	
Meaning Construction	241
Design for Meaningful Materials Experience: A Case Study About Designing Materials with Rice and Sea-Salt	258
Research on the Design of Bicycle Service System in Colleges and Universities Based on Contact Mining	269
SDIV: Service-Defined Intelligent Vehicle Towards the 2020	
Urban Mobility	288

Cross-Cultural Communication	
Investigating the Comprehension of Public Symbols for Wayfinding in Transit Hubs in China	301
Interpretation of Space: From Images to Vocabulary	312
A Study on Signage Design and Synesthesia in Senior Residences	324
Chinese Migrant Food Business in Italy and Design Researches for Intercultural Dialogue	334
Collaborative Service for Cross-Geographical Design Context: The Case of Sino-Italian Digital Platform	345
A Pilot Study of Communication Matrix for Evaluating Artworks	356
Family, Friends, and Cultural Connectedness: A Comparison Between WeChat and Facebook User Motivation, Experience and NPS Among Chinese People Living Overseas	369
Design for Social Development	
Design for Neighborhood Amateur Cultural Club – A Community Regeneration Practice in Qinglong Hutong	385
Design to Improve Medication Adherence for the Elderly in China Long Liu, Chu Wang, Qian Zhou, and Ziying Yao	399
Open Your Space: A Design Activism Initiative in Chinese Urban Community	412
Designing Architectural Space Using Service System Design Approach Jintian Shi and Xiaohua Sun	432
Web Content Analysis on Power Distance Cultural Presence in E-Government Portal Design	441

Contents

XVII

Designing to Support Community Gardens by Going Beyond Community Gardens	451
Sewing for Life: The Development of Sewing Machine in the Tune of Women Life Experience in Taiwan	469
The Design Thinking Leading to Different Levels of Change: Example of the Togo Village in Southern Taiwan	482
Discussion on the Dynamic Construction of Urban Public Space with Interactive Public Art	495
Cross-Cultural Design for Learning	
DanMOOC: Enhancing Content and Social Interaction in MOOCs with Synchronized Commenting	509
Exploring Factors Influencing Knowledge Sharing of International Students at Chinese University	521
Breakout: Design and Evaluation of a Serious Game for Health Employing Intel RealSense	531
Instructional Design and Teaching Effectiveness of SPOCs in Chinese Higher Education	546
Exploration on Education Practice Based on Employment and Entrepreneurship in Higher Institutes of China	554
Design for Learning Through Play. An Exploratory Study on Chinese Perspective	565
Teaching Older Adults to Use Gerontechnology Applications Through Instruction Videos: Human-Element Considerations Pei-Lee Teh, Chee Wei Phang, Pervaiz K. Ahmed, Soon-Nyean Cheong, Wen-Jiun Yap, Qi Ma, and Alan H.S. Chan	582

Contents	X	XIX
A Preliminary Study on the Learning Assessment in Massive Open Online Courses	59	92
Culture and User Experience		
Busting the Myth of Older Adults and Technology: An In-depth Examination of Three Outliers	60	05
Evaluating the Use of LINE Software to Support Interaction During an American Travel Course in Japan	6	14
Research on Car Gesture Interaction Design Based on the Line Design Jing Chunhui and Jing Zhang	62	24
The Role of Trust with Car-Sharing Services in the Sharing Economy in China: From the Consumers' Perspective	63	34
A Critique on Participatory Design in Developmental Context: A Case Study	64	47
Understanding Users' Acceptance of Money Gifting in a Social Game Hanjing Huang and Pei-Luen Patrick Rau	65	59
The Role of Socially Assistive Robots in Elderly Wellbeing: A Systematic Review	66	69
A New Method for OTAs to Analyze and Predict Users' Online Behavior Patterns and Preferences	68	83
A Pilot Study of Mining the Differences in Patterns of Customer Review Text Between US and China AppStore	69	93
The User's Performance Study for Different Layouts of Car's Dashboards. Linghua Ran, Xin Zhang, Huimin Hu, Chaoyi Zhao, and Taijie Liu	70	03
Do Consumption Values and Environmental Awareness Impact on Green Consumption in China?	71	13

XX Contents

A User Experience Study for Watching Delay Interrupted Video in the Context of Mobile Network	724
Hao Tan, Jiahao Sun, Bin Wang, Qiyong Zhao, Wei Li, and Zhengyu Tan	
Driver's Information Needs in Automated Driving	736
Author Index	745