PART B

21ST INTERNATIONAL CONFERENCE ON DESIGN THEORY AND METHODOLOGY

Introduction .......................................................................................................................................................... 719

ADVANCES IN DESIGN THEORY, REPRESENTATIONS, METHODS AND FORMALISMS

DETC2009-86063 ............................................................................................................................................... 721
Knowledge Driven Design Features for the Product Life Cycle of Engine Parts
Jan Tim Jagenberg, Thomas Bornkessel, Erik A. Gilsdorf, and Reiner Anderl

DETC2009-86410 ............................................................................................................................................... 729
Study of Alternative Strategies to the Task Clarification Activity of the Market-Pull Product Development Process Model
Damien Motte

DETC2009-87261 ............................................................................................................................................... 739
Engineering Soft Reliability in Product Realization
Aylin Koca, Aarnout Brombacher, Jitesh Panchal, and Farrokh Mistree

DETC2009-87421 ............................................................................................................................................... 753
A Process-Centric Problem Formulation for Decision-Based Design
Stephanie C. Thompson and Christiaan J. J. Paredis

BIOINSPIRED AND SUSTAINABLE DESIGN

DETC2009-86680 ............................................................................................................................................... 763
Effective Analogical Transfer Using Biological Descriptions Retrieved With Functional and Biologically Meaningful Keywords
Hyunmin Cheong and L. H. Shu

DETC2009-86681 ............................................................................................................................................... 775
Supporting Biomimetic Design Through Categorization of Natural-Language Keyword-Search Results
Ji Ke, J. S. Wallace, and L. H. Shu

DETC2009-86811 ............................................................................................................................................... 785
Sustainable Product Design by a Simultaneous Consideration of Pre-Life and End-of-Life of Products
Minjung Kwak and Harrison M. Kim

DETC2009-87272 ............................................................................................................................................... 799
Developing a Bio-Inspired Design Repository Using Ontologies
Jamal Wilson, Patrick Chang, Sungshik Yim, and David W. Rosen

DETC2009-87749 ............................................................................................................................................... 809
Framing Sustainability in Human-Centered Product Design
Lora A. Oehlberg, Alice M. Agogino, and Sara L. Beckman
COMPUTATIONAL SYNTHESIS AND ARTIFICIAL INTELLIGENCE
IN DESIGN
DETC2009-86709 ........................................................................................................ 817
The Birth of Symbols in Design
Amitabha Mukerjee and Madan Mohan Dabbeeru

DETC2009-86804 ........................................................................................................ 829
A Stochastic Graph Grammar Algorithm for Interactive Search
Matthew I. Campbell, Rahul Rai, and Tolga Kurtoglu

DETC2009-86851 ........................................................................................................ 841
A Framework for Computational Design Synthesis Based on Graph-Grammars and
Function-Behavior-Structure
Bergen Helms, Kristina Shea, and Frank Hoisl

DETC2009-87702 ........................................................................................................ 853
Support for the Use of Hierarchical Temporal Memory Systems in Automated Design
Evaluation: A First Experiment
Josh Hartung, Jay McCormack, and Frank Jacobus

CUSTOMER NEEDS AND REQUIREMENTS ENGINEERING
DETC2009-86524 ........................................................................................................ 863
A Comparative Study of Quantitative Scales to Populate Affordance Structure Matrices
Jonathan R. A. Maier, Rayann Sachs, and Georges M. Fadel

DETC2009-86562 ........................................................................................................ 873
Lightweight Engineering of Military Vehicles Through Requirements Analysis and
Function Integration
Jonathan R. A. Maier, James M. McLellan, Mark Brudnak, Gregory Mocko, and
Georges M. Fadel

DETC2009-86939 ........................................................................................................ 885
Suitability of Product Development Methods for Hybrid Products as Bundles of
Classic Products, Software and Service Elements
Marina Berkovich, Jan Marco Leimeister, and Helmut Krcmar

DETC2009-87042 ........................................................................................................ 895
Grammatical Evolution of Technical Processes
Tino Stankovic, Kristina Shea, Mario Štorga, and Dorian Marjanovic

DETC2009-87382 ........................................................................................................ 905
The Characteristics of Innovative, Mechanical Products
Matthew N. Saunders, Carolyn C. Seepersad, and Katja Hölttä-Otto

DESIGN BEHAVIOR STUDY
DETC2009-86832 ........................................................................................................ 915
Engineering Work and Email: An Analysis of the Information Content of Email in a
Major Systems Engineering Project
James Wasiak, Ben Hicks, Andy Dong, and Linda Newnes
DETC2009-86985................................................................. 927
Acceptance and Divergence From Engineering Design Procedures Implicating
Knowledge Flow
   Ole Kjeldal Jensen and Saema Ahmed

DETC2009-87214................................................................. 937
How Cultural Characteristics Influence Design Processes: An Empirical Study
   Vivek Gautam and Lucienne Blessing

DETC2009-87602................................................................. 945
Relations Between Design Activities and Interactional Characteristics in
Novice-Expert Design Consultations: ‘What’ is Done ‘How’
   Fleur Deken, Maaike S. Kleinsmann, Marco Aurisicchio, Rob B. Bracewell, and
   Kristina Lauche

DETC2009-87626................................................................. 955
Relationship Conflict and Feeling Communication in Design Teams
   Celeste Roschuni, Lora Oehlberg, Sara Beckman, and Alice M. Agogino

DESIGN CREATIVITY AND INNOVATION
DETC2009-86403................................................................. 965
Increasing Innovation in Multi-Function Systems: Evaluation and Experimentation of
Two Ideation Methods for Design
   Jason M. Weaver, Rachel Kuhr, Dennis Wang, Richard H. Crawford, Kristin L. Wood,
   Dan Jensen, and Julie S. Linsey

DETC2009-86668................................................................. 985
An Empirical Evaluation of Novelty-SAPPhIRE Relationship
   V. Srinivasan and Amaresh Chakrabarti

DETC2009-86826................................................................. 995
Design Fixation on Non-Verbal Stimuli: The Influence of Simple vs. Rich Pictorial Information
on Design Problem-Solving
   Carlos Cardoso, Petra Badke-Schaub, and Ana Luz

DETC2009-87193................................................................. 1003
A Method to Generate and Evaluate a Creative Design Idea by Focusing on
Associative Process
   Eiko Yamamoto, Futoshi Mukai, Nor Fasiha Mohd Yusof, Toshiharu Taura, and
   Yukari Nagai

DETC2009-87219................................................................. 1013
Design Team Convergence: The Influence of Example Solution Quality
   Katherine Fu, Jonathan Cagan, and Kenneth Kotovsky
DETC2009-87108
Robust Design Method for Diverse Conditions
Atsuki Watai, Satoshi Nakatsuka, Takeo Kato, Yoshiki Ujiie, and Yoshiyuki Matsuoka

DETC2009-87548
Inventing a New Method in Statics Through Knowledge in Kinematics
Offer Shai and Yoram Reich

ROBUST DEVELOPMENT METRICS AND METHODS
DETC2009-86460
Analysis and Visualization of Project Structure Using Linkography:
Focussing Project Risk Management
Kilian Gericke, Björn Kleinod, and Lucienne Blessing

DETC2009-86630
Lean Thinking and Product Innovation in the Furniture Industry
Albertina Pereira Medeiros, Silene Seibel, Renato Natal Jorge, and António Augusto Fernandes

DETC2009-87063
Methods of Verification and Change Management for Quality Control of Engineering Artifacts
Michael Van Wie and Scott Flechsig

DETC2009-87689
A Model for Product Development Performance Monitoring Based on Analytic Network Process
Gülsen Akman and Gül E. Okudan

DETC2009-87721
Multifunctional Enterprise Readiness: Beyond the Policy of Build-Test-Fix Cyclic Rework
Victor Tang and Kevin N. Otto

DETC2009-87782
Product Architecture Definition and Analysis Using Matrix-Based Multiple-Domain Approaches
Frank Deubzer and Udo Lindemann

VISION IN ENGINEERING DESIGN
DETC2009-86781
Metrics for Evaluating and Optimizing the Barrier and Time to Reverse Engineer a Product
Stephen P. Harston and Christopher A. Mattson

DETC2009-86840
Concept Diagramming Software for Engineering Design Support:
A Review and Synthesis of Studies
Nathan L. Eng, Rob H. Bracewell, and P. John Clarkson