# Table of Contents

## Cross-Cultural Product and Service Design

A Reflective Study in Metaphorical Products Design from the Mapping of Relational Similarity Perspective ........................................... 3

* Kung-Ling Chang

Introduction Strategies of Service-Oriented Product System Design for the Transformation and Upgrading of Small and Medium Manufacturers in China ........................................... 14

* Jiajia Chen

The Research of Regional Culture Characteristics of Tourism Commodities Based on Cross-Cultural Experience ............................ 24

* Jianxin Cheng, Le Xi, Junnan Ye, and Wangqun Xiao

Towards the Development of an Inter-cultural Scale to Measure Trust in Automation ......................................................... 35

* Shih-Yi Chien, Zhaleh Semnani-Azad, Michael Lewis, and Katia Sycara

The Research on the Logistics Service Design Based on the Theory of Brand Image: A Case for FEELER ................................. 47

* Qing Ge, Yin Wang, and Nan Zhou

Comparing Chinese and German's Emotional Reaction to Perfume ..... 59


Designing “Fashion” into Uniform for Taipei City Public Cleaner Team .................................................................................. 68

* Chiui Hsu, An-Feng Zhang, and Robert Chen

Research on the Extraction and Visualization of Automobile Brand Form Gene Based on Multi-roles’ Expectation Image ................. 80

* Weifeng Hu, Xiangyang Xin, and Binbin Li

EEG-Based Measurement of Emotion Induced by Mode, Rhythm, and MV of Chinese Pop Music ............................................ 89

* Mao Mao and Pei-Luen Patrick Rau

The Research on the Value Experience in the Brand Culture of SuShan and the Design of Product System Service ....................... 101

* Jie Wei, Chenmiao Liu, and Jing Wang
### Table of Contents

A Service Design Research on New Information Technology of Fruit Brand Experience and Innovation ........................................... Liang Yin, Bin Bin Li, and Shengli Lu 111

The Research of Product Design Evaluation Method Based on Brand Intention Recognition ............................................. Mei Yu Zhou, Chaoxiang Yang, and Jue Wu 118

**Cross-Cultural Issues in Interaction**

Development of a Scale to Assess the Linguistic and Phonological Difficulty of Passwords .................................................. Jennifer Romano Bergstrom, Stefan A. Frisch, David Charles Hawkins, Joy Hackenbracht, Kristen K. Greene, Mary F. Theofanos, and Brian Griepentrog 131

An Examination of Typographic Standards and Their Relevance to Contemporary User-Centred Web and Application Design ........ Ian Christopher Dyer 140

How Does User’s Access to Object Make HCI Smooth in Recipe Guidance? .......................................................... Atsushi Hashimoto, Jin Inoue, Takuya Funatomi, and Michihiko Minoh 150

Evaluating the Effects of Cultural Preferences on Website Use ........... Hsiu Ching Laura Hsieh 162

A Study of Kinect-Based Smart TV Control Mode .......................... He Li, Jing Qiu, and Long Gao 174

Explore Elder Users’ Reading Behaviors with Online Newspaper .......... Weijane Lin, Hui-Chun Lin, and Hsiu-Ping Yueh 184

An Approach of Indoor Exercise: Kinect-Based Video Game for Elderly People .................................................. Zhe Liu, Chen Liao, and Pilsung Choe 193

Interaction Design of a Semi-automatic Video Face Annotation System .......................................................... Cailiang Liu, Tao Xiong, Chenguang Zhang, and Zhibing Wang 201

Thumbs Up to Gesture Controls? A Cross-Cultural Study on Spontaneous Gestures .................................................. Alison Meier, Kelly Goto, and Michael Wörrmann 211

A Low-Cost Approach to Face Behavior for Mental Work ................... Jing Qiu, Jun Lu, Youyuan Pan, and Rolf Helbig 218
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Great Authentication Fatigue – And How to Overcome It</td>
<td>228</td>
</tr>
<tr>
<td><em>M. Angela Sasse, Michelle Steves, Kat Krol, and Dana Chisnell</em></td>
<td></td>
</tr>
<tr>
<td>Clear, Unambiguous Password Policies: An Oxymoron?</td>
<td>240</td>
</tr>
<tr>
<td><em>Michelle Steves, Kevin Killourhy, and Mary F. Theofanos</em></td>
<td></td>
</tr>
<tr>
<td>ARITH Product Evaluation System: A User-Centered Study on Web Products Evaluation</td>
<td>252</td>
</tr>
<tr>
<td><em>Eric Yang and Zhong Wang</em></td>
<td></td>
</tr>
<tr>
<td>First-Time User Experience with Smart Phone New Gesture Control Features</td>
<td>262</td>
</tr>
<tr>
<td><em>Jia Zhou, Jie Zhang, Bingjun Xie, Ning Liu, Ming Jiang, Huilin Wang, and Qiqing Gan</em></td>
<td></td>
</tr>
<tr>
<td>Social Aspects and Implications of Cross-Cultural Design</td>
<td></td>
</tr>
<tr>
<td>Designing “Friendly” into Public Park for Taipei City</td>
<td>275</td>
</tr>
<tr>
<td><em>Li-Yu Chen, Ying-Ming Su, and Annie Chen</em></td>
<td></td>
</tr>
<tr>
<td>Design for Social Interaction in Public Spaces</td>
<td>287</td>
</tr>
<tr>
<td><em>Jun Hu, Joep Frens, Mathias Funk, Feng Wang, and Yu Zhang</em></td>
<td></td>
</tr>
<tr>
<td>Smart Asia: A New Platform for Collective Intelligence</td>
<td>299</td>
</tr>
<tr>
<td><em>Christopher Grant Kirwan</em></td>
<td></td>
</tr>
<tr>
<td>Designing “Female Prospect” into Public Space for Taipei City</td>
<td>309</td>
</tr>
<tr>
<td><em>Yi-Tsu Peng, Yu-Di Huang, Jun-Liang Chen, and Chuck Chen</em></td>
<td></td>
</tr>
<tr>
<td>Social Sustainability in Design: The Window as an Interface for Social Interaction</td>
<td>321</td>
</tr>
<tr>
<td><em>Gaia Scagnetti and Federico Casalegno</em></td>
<td></td>
</tr>
<tr>
<td>Designing “Healthy” into Green Environment for Taipei City</td>
<td>331</td>
</tr>
<tr>
<td><em>Ying-Ming Su, Li-Yu Chen, and Annie Chen</em></td>
<td></td>
</tr>
<tr>
<td>Designing “Flourishing” into Green Environment for Taipei City</td>
<td>341</td>
</tr>
<tr>
<td><em>Ying-Ming Su, Yu-Chou Wu, and Chia-Hui Lin</em></td>
<td></td>
</tr>
<tr>
<td>How to Promote Patient Safety in Social Media: A Comparison between Messages in Social Media and Newspapers</td>
<td>351</td>
</tr>
<tr>
<td><em>Na Sun and Pei-Luen Patrick Rau</em></td>
<td></td>
</tr>
<tr>
<td>Design Implications of Digital Social Innovation: A Playful Approach to Analyse Cases Study Dataset</td>
<td>361</td>
</tr>
<tr>
<td><em>Francesca Valsecchi and Miaosen Gong</em></td>
<td></td>
</tr>
</tbody>
</table>
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 Ceng 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
  Caigue Shen, Lian Zhou, and Shuching Lin

Behavior Study on Consumer Driven e-Commerce 489
  Yanxia Yang and Grace Deng
Cross-Cultural Design for Knowledge Sharing and Learning

How Different Cultures Affect Online Communication on Knowledge Sharing between the Thais and Chinese ........................... 523
Pimnapa Atsawintarangkun and Takaya Yuizono

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

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

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

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

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
Chun-Yi Shen and Hao-Ping Chu

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

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

Cross-Cultural Design for the Smart City

Building the Co-design and Making Platform to Support Participatory Research and Development for Smart City .................. 609
Zhiyong Fu and Xu Lin
Designing “Qualia” into Night Market for Taipei City ................................. 621
   Yu-Di Huang, Yi-Tsu Peng, Chun-Wen Fang, and Jun-Liang Chen

Building Trust in Hospitality and Culture Exchange Travel Sites:
Lessons from Heuristic Evaluation of CouchSurfing ................................. 630
   Yu-Hsiu Hung, Lian-Fan Wu, and Chia-Chun Chen

From Adaptive Design to Adaptive City-Design in Motion
for Taipei City ................................................................................................. 643
   Rungtai Lin, Ching-Chiuan Yen, and Robert Chen

Designing “Innovation” into Eslite Group for Taipei City ............................ 650
   Mei-Ting Lin, Po-Hsien Lin, and Jun-Liang Chen

Designing “Friendly” into Public Bicycle for Taipei City .............................. 660
   Yuhsuan Lin and Yen-Yu Kang

A Design of Smart Travel Based on City User Experience ........................... 668
   Ping Liu and Young Hwan Pan

Design for the Public Usage of Rural Surplus Space (PURSS):
The Case Study of DEISGN Harvests ............................................................. 676
   Yongqi Lou and Dongjin Song

Designing Cloud Computing into Taipei City: A Pilot Study of the
Service Design from Taipei Cloud ................................................................. 688
   Jui-Ping Ma, Stanley Wei, and Rungtai Lin

When China Encounters Smart TV: Exploring Factors Influencing the
User Adoption in China .................................................................................. 696
   Yuming Tao, Jing Chang, and Pei-Luen Patrick Rau

Cross-Cultural Design for Creativity

Designing “Taipei City” as a World Design Capital ........................................ 709
   Jun-Liang Chen, Yu-Ju Lin, Stanley Wei, and Yen-Yu Kang

Designing ‘Culture and Heritage’ into the C1D1 District
of Taipei City .................................................................................................. 721
   Lihrong Chiou, Kung-Ling Chang, Yu-Chi He, and Richard H. Lee

Analysis of Application of Digital Archives to Value-Added Design in
Cultural Creative Products ........................................................................... 731
   Chi-Hsien Hsu, Robert Chen, and Rungtai Lin

Cultural Creativity in Design Exhibition – A Case Study of Emotional
Effects Experienced by the Audience ............................................................ 743
   Yu-Ju Lin, Jui-Ping Ma, and Jun-Liang Chen
A Study of Applying Sakizaya Tribe’s Palamal (The Fire God Ritual) into Cultural Creative Products Design ............................. 753

Po-Hsien Lin, Jao-Hsun Tseng, and Pei-Chen Lin

The Sino-Italian Collaborative Design Platform: Designing and Developing an Innovative Product Service System ......................... 766

Wei Liu and Yongqi Lou

Cultural Creativity in Design Strategy: A Case Study of User’s Preference of a Bird-Shaped Teapot ............................................. 775

Chi-Chang Lu and Po-Hsien Lin

The GamiMedia Model: Gamifying Content Culture ......................... 786

Mizuki Sakamoto and Tatsuo Nakajima

Applying the Time and Space Forms of Poetry to Creative Design ...... 798

Mo-Li Yeh, Ming-shean Wang, and Pey-Chwen Lin

Author Index ................................................................................ 809