

Table of Contents – Part I

Design Philosophy

| | |
|---|----|
| Reframed Contexts: Design Thinking for Agile User Experience Design | 3 |
| <i>Sisira Adikari, Craig McDonald, and John Campbell</i> | |
| An Individual Differences Approach to Design Fixation: Comparing Laboratory and Field Research | 13 |
| <i>Brooke G. Bellows, Jordan F. Higgins, and Robert J. Youmans</i> | |
| Techno-imagination and Implicit Knowledge | 22 |
| <i>Jiří Bystřický</i> | |
| Context as a System, Product as a Component, and the Relationship as Experience | 29 |
| <i>WonJoon Chung and Sara Fortier</i> | |
| On the Poetry of Design | 38 |
| <i>Arash Faroughi and Roozbeh Faroughi</i> | |
| Future Fashion – At the Interface | 48 |
| <i>Patricia J. Flanagan and Katia Fabiola Canepa Vega</i> | |
| Haptic Interface Aesthetics – ‘Feedback Loops, Live Coding and How to Harness the Potential of Embodied Estrangement in Artistic Practices and Aesthetic Theories within Interface Culture’ | 58 |
| <i>Patricia J. Flanagan</i> | |
| Is Reality Real? Thoughts and Conjectures about Culture, Self, Intersubjectivity and Parallel Worlds in Digital Technologies | 68 |
| <i>Ana Carol Pontes de França, Marcelo Márcio Soares, and Luciano Rogério de Lemos Meira</i> | |
| The Lack of Subjective Experience in Hybrid Intelligent Agents in Interactive Storytelling | 74 |
| <i>Olivier Guy and Ronan Champagnat</i> | |
| Towards Determinants of User-Intuitive Web Interface Signs | 84 |
| <i>Muhammad Nazrul Islam</i> | |
| Sci-Fi Movies and the Pessimistic View for the Future Controlled Society of Totalitarianism | 94 |
| <i>Masaaki Kurosu</i> | |

Interactive Design and the Human Experience: What Can Industrial Design Teach Us 100
 Neil Matthiessen

Location, Location, Location: About Home Networking Devices Location and Features 107
 Abbas Moallem

Metacommunication and Semiotic Engineering: Insights from a Study with Mediated HCI 115
 Ingrid Teixeira Monteiro, Clarisse Sieckenius de Souza, and Carla Faria Leitão

Hypertext in Mutation: The Mapping of a Mythos 125
 Tara Ogaick and WonJoon Chung

Social Movement Information Design and a Curriculum of Proper Knowledge Consumption 134
 Gabriel Y. Schaffzin

Shifting the Focus: An Objective Look at Design Fixation 144
 Melissa A.B. Smith, Robert J. Youmans, Brooke G. Bellows, and Matthew S. Peterson

Semiotics of Void and Information Representation 152
 Kumiko Tanaka-Ishii

Of Hoverboards and Hypertext 162
 Daniel Yule and Jamie Blustein

User-Mobile Phone Interactions: A Postphenomenology Analysis 171
 Bin Zhang and Hua Dong

Usability Methods and Tools

Assessing Designs of Interactive Voice Response Systems for Better Usability 183
 Siddhartha Asthana, Pushpendra Singh, and Amarjeet Singh

User Interaction Forensics: Detecting and Interpreting the User's Footprints during Touch Interaction 193
 Kai Breiner

The Conjunction Fallacy and Its Impacts in the User's Data Acquisition Process 203
 Fábio Campos, Dino Lincoln, Maria Neves, Walter Correia, and Marcelo Soares

| | |
|--|-----|
| Remote Usability Evaluation Using Eye Tracking Enhanced with Intelligent Data Analysis | 212 |
| <i>Piotr Chynat, Janusz Sobecki, and Jerzy M. Szymański</i> | |
| Beyond Satisfaction Questionnaires: “Hacking” the Online Survey | 222 |
| <i>Andrea L. Evans</i> | |
| A Component-Based Evaluation Protocol for Clinical Decision Support Interfaces | 232 |
| <i>Alessandro Febretti, Karen Dunn Lopez, Janet Stifter, Andrew E. Johnson, Gail M. Keenan, and Diana J. Wilkie</i> | |
| Human in the Loop: A Model to Integrate Interaction Issues in Complex Simulations | 242 |
| <i>Stefano Filippi, Daniela Barattin, Francesco Ferrise, Monica Bordegoni, and Umberto Cugini</i> | |
| Towards a Holistic Tool for the Selection and Validation of Usability Method Sets Supporting Human-Centered Design | 252 |
| <i>Holger Fischer, Benjamin Streng, and Karsten Nebe</i> | |
| VMUXE: An Approach to User Experience Evaluation for Virtual Museums | 262 |
| <i>Bianca Gockel, Holger Graf, Alfonsina Pagano, Sofia Pescarin, and Joakim Eriksson</i> | |
| Customer Recruitment: Ethical, Legal and Practical Issues | 273 |
| <i>Kristyn Greenwood and Angela Johnston</i> | |
| Novel Method of Evaluating GUI Design from the Viewpoint of Worker Experience: Central Control Systems for Social Infrastructure | 283 |
| <i>Daiki Hama, Mai Kurioka, Mariko Kato, Ken Imamura, and Miwa Nakanishi</i> | |
| Understand System’s Relative Effectiveness Using Adapted Confusion Matrix | 294 |
| <i>Nan Jiang and Haibin Liu</i> | |
| Development of a General Internet Attitude Scale | 303 |
| <i>Mary Joyce and Jurek Kirakowski</i> | |
| The Usability Perception Scale (UPscale): A Measure for Evaluating Feedback Displays | 312 |
| <i>Beth Karlin and Rebecca Ford</i> | |
| System for Evaluating Usability and User Experience by Analyzing Repeated Patterns | 322 |
| <i>Young Bin Kim, Shin Jin Kang, and Chang Hun Kim</i> | |

| | |
|---|-----|
| A Color Model in the Usability of Computer Interface Applied to Users with Low Vision | 330 |
| <i>Cynthia Costa Kulpa, Fábio Gonçalves Teixeira, and Régio Pierre Da Silva</i> | |
| Usability of Virtual Worlds | 340 |
| <i>Haind Lu, Tobias Brockmann, and Stefan Stieglitz</i> | |
| Assessing Perceived Experience with Magnitude Estimation | 349 |
| <i>Mick McGee, Misha Vaughan, and Joseph Dumas</i> | |
| SINGRAR Usability Study | 359 |
| <i>Isabel L. Nunes and Mário Simões-Marques</i> | |
| Development and Validation of an Instrument to Measure the Usability of Educational Artifacts Created with Web 2.0 Applications | 369 |
| <i>Tihomir Orehovački and Nikolina Žajdela Hrustek</i> | |
| Ergonomic Evaluation of Usability with Users – Application of the Technique of Cooperative Evaluation | 379 |
| <i>Marcelo Penha, Walter Correia, Marcelo Soares, Fábio Campos, and Marina Barros</i> | |
| Using Eye-Tracking to Test and Improve Website Design | 389 |
| <i>Anna Prisacari and Thomas Holme</i> | |
| The Dimensions of Positive and Negative User Experiences with Interactive Products | 399 |
| <i>Gabrielle Provost and Jean-Marc Robert</i> | |
| Participatory Design and Usability: A Behavioral Approach of Workers’ Attitudes in the Work Environment | 409 |
| <i>Dierci Marcio Cunha da Silveira</i> | |
| Merging Methodologies: Combining Individual and Group Card Sorting | 417 |
| <i>Robert L. Thomas and Ian Johnson</i> | |
| Engaging Citizens with UX Design | 427 |
| <i>Kate Walser</i> | |
| Design Processes, Methods and Tools | |
| Eliciting User Requirements and Acceptance for Customizing Mobile Device System Architecture | 439 |
| <i>Katrin Arning, Bianka Trevisan, Martina Ziefle, and Eva-Maria Jakobs</i> | |

| | |
|---|-----|
| User Experience Starts at the Keystroke Level: The Model of User Experience (MUX) | 449 |
| <i>Stefan Brandenburg, Marlene Vogel, and Uwe Drewitz</i> | |
| Designing iDTV Applications from Participatory Use of Patterns | 459 |
| <i>Samuel B. Buchdid, Roberto Pereira, and Maria Cecília C. Baranauskas</i> | |
| Design Process and Knowledge Searching Model Based on User Creativity | 469 |
| <i>Chia-Ling Chang and Ding-Bang Luh</i> | |
| Activity-Based Context-Aware Model | 479 |
| <i>Yuanquan Chen, Zhengjie Liu, and Juhani Vainio</i> | |
| Satisfying Consumers' Needs through Systematic Empathic Design Model | 488 |
| <i>Ming-Hsuan Hsieh, Ding-Bang Luh, Cheng-Yong Huang, and Chia-Hsiang Ma</i> | |
| How to Observe, Share and Apply in Design Process? Focusing on International Design Workshops as a Case Study | 498 |
| <i>Namgyu Kang and Hidetsugu Suto</i> | |
| Modelling User Behaviour and Experience – The R2D2 Networks Approach | 506 |
| <i>Amela Karahasanović and Asbjørn Følstad</i> | |
| Community Participation Support Using an ICF-Based Community Map | 516 |
| <i>Satoru Kitamura, Koji Kitamura, Yoshifumi Nishida, Ken-Ichiro Sakae, Junko Yasuda, and Hiroshi Mizoguchi</i> | |
| Pragmatic Approach to Cost Benefit Analysis of User Centered Design | 525 |
| <i>Izumi Kohno, Hiroko Yasu, Satoshi Sugawara, and Masahiro Nishikawa</i> | |
| Innovative Behavioral Intention and Creativity Achievement in Design: Test of an Integrated Model | 535 |
| <i>Chia-Chen Lu and Ding-Bang Luh</i> | |
| A Design Process for New Concept Development | 545 |
| <i>Ding-Bang Luh, Frank (Ming-Hung) Chen, and Vincent (I-Hsun) Ku</i> | |
| How to Create a User Experience Story | 554 |
| <i>Ioanna Michailidou, Constantin von Saucken, and Udo Lindemann</i> | |
| Prototyping with Experience Workshop | 564 |
| <i>Jussi Mikkonen and Yi-Ta Hsieh</i> | |

Keeping User Centred Design (UCD) Alive and Well in Your Organisation: Taking an Agile Approach 573
Colette Raison and Snezna Schmidt

Design Thinking Methodology for the Design of Interactive Real-Time Applications..... 583
Diego Sandino, Luis M. Matey, and Gorka Vélez

User Involvement in Idea Brainstorming of Design Process: Finding the Effective Strategy in Social Network Service 593
Shu-Chuan Chiu and Kiyoshi Tomimatsu

Understanding the UX Designer’s Role within Agile Teams 599
Tiago Silva da Silva, Milene Selbach Silveira, Claudia de O. Melo, and Luiz Claudio Parzianello

Designing for Resonance by Evocative Objects: An Experiential Interaction Design Method 610
Chih-Sheng Su and Rung-Huei Liang

Usagame – A New Methodology to Support User Centered Design of Touchscreen Applications 620
Pedro Vinagre and Isabel L. Nunes

A Method for Teaching Affordance for User Experience Design in Interactive Media Design Education 630
Asum Evren Yantaç

Author Index 639