Day 1
Parallel Sessions 1 (13.00-15.00)

A1 Mobile Phone:
Applying Kansei Engineering method on investigating mobile phone's brand image amongst Iranian young designers (2)
Mehdi Aslefallah*, Nasser Koleini Mamaghani, Sina Khalkhali

A2 Mobile Phone:
Evaluation for Attractiveness Of Animated Page Transitions On Smartphones (42)
Chih-Hsuan Yu*, Chun-Heng Ho

A3 Screens:
Understand user-device relationship in multiscreen exercise activity (32)
In-Chu Liao*, Yi-Shin Deng
A4 Screens:
An Analysis of Effects Provided by High-Gradation Displays Based on Impression Assessments (46)
Michimi Inoue*, Takumi Sotome, Naoki Hashimoto, Miyoshi Ayama, Mie Sato

A5 Screens:
Objective Evaluation of the Sharpness and Stability of Deliberate Crease Lines and Pleats in Apparel Products (98)
Rino Ouchi*, Takako Fujimoto, Surinder Tandon, Machiko Murakami, Masukuni Mori

B1 Health Care:
Environmental Effect on Emotion in Waiting Areas Based on Kansei Engineering and Affective Neuroscience (4)
Zhabiz Shafieyoun*, Marko Radeta, Marco Maiocchi

B2 Health Care:
Trial-manufactured of paper like washi by reusing wood and plant waste (140)
Satoru Ohya*, Takako Fujimoto, Kento Tokumitsu

B3 Health Care:
Investigation of Kansei Added Value in Book Publishing Filed by Using AR Contents (92)
Jue ZHANG*, Yu SASAKI, Takeshi TSURUNO, Yuko MATSUURA, Noriko UTSUNOMIYA, Haruaki YAMAMOTO

B4 Health Care:
An Emotional Study for Urbancage from the View of Experience Design (53)
Chien-Kuo Teng*, Yi-Ting Chen

C1 Method & Tool development:
Communicating Emotion through Haptic Design: A Study Using Physical Keys (150)
Marie Kjær Kjellerup*, Anne Cathrine Larsen, Anja Maier

C2 Method & Tool development:
Emotion and Interface Design - How to measure interface design emotional effect? (126)
Damien Lockner*, Nathalie Bonnardel

C3 Method & Tool development:
Item Response Theory Approach to Kansei Design : Basic Concept (25)
Shuichi Fukuda*

C4 Method & Tool development:
Salability of Chinese apparel in Japanese department stores (69)
Masayuki Takatera*, KyoungOk Kim, Chunhong Zhu, Tsuyoshi Otani

C5 Method & Tool development:
Applying Eye-Tracking in Kansei Engineering Methodology for Design Evaluations in Product Development (125)
Markus Köhler*, Björn Falk, Robert Schmitt

D1 Measurements in Kansei Engineering:
Establishing Metrics for Kansei Responses: An Approach Using the Rasch Model (50)
Fabio Camargo*, Brian Henson
D2 Measurements in Kansei Engineering:
Applying the Rasch Model to Measure Kansei Responses to Fabric Seats (51)
FR Camargo*, K Kawano, K Motohata, K Hayashi, B Henson, T Kawai

D3 Measurements in Kansei Engineering:
Experimental Verification for Subjective Sense of Object Weight - Proposed User Category based on the individual Kansei by Subjective Weight (148)
Miyong Lee*, Kazuhiro Nishida, Yoshihiro Narita

D4 Cross culture studies:
Kansei and Iranian Cultural Challenges; The use of traditional motifs in design (124)
Negin Yashmi*, Maryam Bahoush Sabet, Hamid Amouzad khalili, Behnaz Hatami Dizgah, Sepideh Behmaram, Maryam Fariborzi, Jalal Yashmi

Parallel Sessions 2 (15.15-17.15)

A1 Household products / Surface perception:
Surface design methodology – the cleanability investigation (141)
Martin Bergman*, Bengt-Göran Rosén, Lars Eriksson, Cecilia Anderberg

A2 Household products / Surface perception:
Analysis of Common Cognition of Impression Among Japanese Fonts and Tea Beverage Packaging (122)
Shioko Mukai*

A3 Household products / Surface perception:
A Study on the Impression of Package Designs Featuring Woodgrain Printing (87)
Hiroki Sato*

A4 Household products / Surface perception:
Characterizing Perceptions of Material Sustainability through Drinking Vessels (62)
Kiersten Muenchinger*

A5 Household products / Surface perception:
Kansei Engineering Approach for Consumer's Perception of the Ketchup Sauce Bottle (55)
Nasser Koleini Mamaghani*, Elnaz Rahimian, Seyed-Reza Mortezaei

B1 Health Care:
Message in a Bottle: The use of intermediary objects to convey future emotional intentions during a multidisciplinary design project (156)
G. Arno Verhoeven*, Claudia Eckert

B2 Health Care:
Fostering Trust-based Relationship between Self-care Users and Home Medical Device in Thai and Japanese (127)
Sittiphan Jiyavorananda*, Toshimasa Yamanaka

B3 Health Care:
The waiting room. Improving space through smell (21)
Alejandra Vilaplana*, Toshimasa Yamanaka
B4 Electronics:
Electronic Product Development with Kansei Engineering / Kansei Ergonomics (154)
Shigekazu Ishihara*, Mitsuo Nagamachi, Keiko Ishihara

C1 Method and Tool development:
Product development based on Bernd H. Schmitt’s ‘Experience value’ Research case on the IGNIS Nature series (114)
Takao Someya*, Schoich Kobayashi, Takayoshi Ito, Shin’ya Nagasawa

C2 Method and Tool development:
A theory-based framework of branded product emotions (117)
Golnoosh Rasoulifar, Claudia Eckert*

C3 Method and Tool development:
Structural Comparison of Impression about a Character-Agent Derived from Users Empathy (100)
Keiichi Muramatsu*, Tatsunori Matsui

C4 Method and Tool development:
EYE TRACKING BASED ANALYSIS OF EFFECTS OF MOTIF COMPOSITION ON IMPRESSIONS OF PAINTINGS (97)
Yuka Nojo*

C5 Method and Tool development:
Hardness Evaluation for Silicone Rubber Button on the Basis of Tactile and Visual Information (89)
Takayuki Kayawari*, Zhang Jue, Noboru Sugamura

D1 Cross culture studies:
Study on Cultural Differences of Users’ Perception towards Shape Characteristics (88)
weihu lu*, Vanja Čok, Rupeng Zhu

D2 Cross culture studies:
Cultural Influence to the Color Preference According to Product Category (159)
Kazuko Sakamoto*

D3 Cross culture studies:
Rite de transition A Design Choreographic exploration of cultural value exchange, through development of intercultural ritual artefacts (61)
J.M.L. Kint, Sietske Klooster, Pierre Levy*

D4 Cross culture studies:
A Spontaneous Cross-Cultural Emotion Database: Latin-America vs. Japan (16)
Maria Alejandra Quiros-Ramirez*, Senya Polikovsky, Yoshinari Kameda, Takehisa Onisawa

D5 Cross culture studies:
Oluwafemi Samuel Adelabu*, Toshimasa Yamanaka
Day 2

Parallel Sessions 3 (10.00-12.00)

A1 Clothing:
Influence of Plasma Treatment on Total Hand Value and Adhesion Properties of Bi-Fabrics of Fused Interlining and Wool Fabrics (153)
Machiko Murakami*, Masukuni Mori, Takako Fujimoto, Choji Murata

A2 Clothing:
Effects of the modification of fiber surface on the mechanical properties of cotton fabric (139)
Sawako Shibata*, Machiko Murakami, Kyohei Joko

A3 Clothing:
A New Analysis Method for the Drape Shape of Fabric (119)
Chie Muraki Asano*, Akira Asano, Mitsuji Muneyasu, Takako Fujimoto

A4 Clothing:
A Model of User's Preference for Retrieving Preferred Clothes (84)
Akihiro Ogino*

A5 Clothing:
Objective Evaluation of Baby's Underwear Materials for Comfort Clothing Life (80)
Aya Ukegawa*, Takako Fujimoto, Yoshimi Okamura

B1 Vehicle:
THE COST-EFFECTIVE APPEAL OF CROSSOVER B-CAR INTERIORS TO CONSUMERS (147)
Kai-Shuan Shen*, Kuo-Hsiang Chen

B2 Vehicle:
Analyzing automotive interior images and their perceived-value with Kansei Engineering (120)
Ching-Chien Liang*, Wei-Ping Pu, Hung-Yu Chang, Kuo-Hsiang Chen

B3 Vehicle:
An Investigation on the Gender Differences of Taiwanese Youths and Middle Ages in Evaluating Motorcycle Appearance and Use (78)
Ching Yang*, Chia-Sheng Chen

B4 Vehicle:
The Future Passenger Experience: A Shift from Physical to Virtual Design (65)
Anna Harrison*, Vesna Popovic, Ben Kraal

B5 Vehicle:
Exploring the cognitive structure of aircraft passengers' emotions in relation to their comfort experience (58)
Naseem Ahmadpour*, Jean-Marc Robert, Gitte Lindgaard

C1 Method and Tool development:
Differences between Kansei evaluations caused by the awareness of differences in background information: Through the study about titles, Wa-Gashi and illustrations (79)
Misa Ikeda*, Toshimas Yamanaka, Shigeru Ozaki, Toshiaki Uchiyama
C2 Method and Tool development:
Feature Analysis for the Design of Artifacts with Growing Practical Values and Spiritual Values (75)
Shotaro Asai*, Yu Hirata, Koichiro Sato, Yoshiyuki Matsuoka

C3 Method and Tool development:
Implementation of the Healthy Eating Habits Support System Based on User Taste Preferences and Nutritional Balance (66)
Masataka Tokumaru*

C4 Method and Tool development:
OCC model: application and comparison to the dimensional model of emotion (59)
Naseem Ahmadpour*

C5 Method and Tool development:
Kansei cards: A visual tool supporting the investigation, discussion, and representation of the kansei-related intentions of a product to be designed (48)
Alexandre Gentner*, Carole Bouchard, Aurelien Badoil, Carole Favart

D1 Architecture:
User Experience in the Threshold Matrix of Public Space: Design Intervention in a Complex Environment (146)
Awoniyi Stephen*

D2 Architecture:
Desire, Space and Technology: Communications Technologies as Articulators of Design for Urban Space (145)
Awoniyi Stephen*

D3 Architecture:
Proposal for Urban Environment Using Icons with Fifth Year Elementary Students (142)
Shoichiro Sendai*

D4 Architecture:
Design urban area toward aging successfully; based on Kansei methodology (95)
Mohsen Ahi Andy, Negin Yashmi*

D5 Architecture:
The Roof Garden in Japanese Modern Architecture -From the End of World War II until 1966- (33)
Michiya Tsukano*

Parallel Sessions 4 (13.00-15.00)

A1 Clothing:
Textile Selection for Clothing Design by Visual Information (77)
shigeru inui*, nobuyuki ishiodori, keiko miyatake, tomoharu ishikawa, yosuke horiba

A2 Clothing:
Influence of Fiber’s Surface Morphology Change on Anti-pilling Performance of Woolen Knitted Fabric (72)
Masukuni Mori*, Takako Fujimoto, Machiko Murakami

A3 Clothing:
Relationship between jacket comfort and stiffness of adhesive interlining (70)
KyoungOk Kim*, Masayuki Takatera, Chihiro Sugiyama
A4 Clothing:
Comparison of clothing evaluations by Japanese and Chinese experts (68)
KyoungOk Kim*, Masayuki Takatera, Chunhong Zhu, Tsuyoshi Otani

A5 Clothing:
Influence of Visual and Pressure Information on Clothing Pressure Sensation (67)
Mayumi UEMAE, Tomohiro UEMAE, Masayoshi KAMIJO*

B1 Theory development:
Perception theories and kansei design (157)
Pierre Levy*

B2 Theory development:
Diffract Me! – Using a Skills-Based Approach in Design Practice (149)
Jeroen Peeters*, Stoffel Kuenen, Ambra Trotto, Caroline Hummels

B3 Theory development:
Investigating the Role of Kansei Engineering for Affective Aspects of Empathic Design, a Report of a Case Study (143)
Alireza Ajdari, Parisa Katouzian, Nasser Koleini Mamaghani*

B4 Theory development:
The Difference of Imagery Perception between Visual and Tactile Sensation (135)
Yung-Ting Chen*, Ming-Chuen Chuang

B5 Theory development:
The relationship between Nagara action and working memory (129)
Ryohei Iijima, Toshimasa Yamanaka*

C1 Method and Tool development:
Kansei-related design information exchange during early concept creation phases (47)
Alexandre Gentner*, Carole Bouchard, Carole Favart

C2 Method and Tool development:
An Interactive Genetic Algorithm for the Study of Product Semantics (44)
Jean-François Petiot*, Francisco Cervantes, Ludivine Boivin

C3 Method and Tool development:
The Sensation of Pleasantness during Tactile Exploration (38)
Anne Klöcker*, Massimo Penta, Hayward Vincent, Jean-Louis Thonnard

C4 Method and Tool development:
A Kansei Design Collaboration Platform in Taiwan (31)
Stanley Huang*, Jui Jan Chan, Hsing-Hsuan Wu, Chun-Wen Tang

C5 Method and Tool development:
Postural Sway with Illusory Motion Induced by Static Visual Stimuli in Migraineurs and Normal Controls (28)
Shu Imaizumi*, Motoyasu Honma, Haruo Hibino, Shinichi Koyama

D1 Architecture:
Does Architecture affect Acoustic perception in music halls? (52)
Miguel Galiana Martínez*, Carmen Llinares Millán, Jaime Llinares Millán
D2 Senses:
Consumers' Emotional Responses to Product's Color and Texture by Using LCD Back Cover as An Example (93)
Yu-Ting Sung*, Chun-Heng Ho

D3 Senses:
Changes of Impression in the Animation Characters with the Different Color and Thickness in Outlines (64)
Haruna Izumi*, Masato Sakurai, Ryo Yoneda, Masashi Yamada

D4 Senses:
Study on Color Art Therapy Techniques - An examination of techniques which allow elderly patients with severe dementia and motor impairment of the hands to express themselves to the same extent as healthy people - (6)
Chitose Ikeda*

D5 Senses:
Immersion Levels in Digital Interactive Environments (103)
Michael Brandse*, Kiyoshi Tomimatsu

Parallel Sessions 5 (15.15-17.15)

A1 Clothing:
Investigation of Appearance and Tactile Sensation Scales for Evaluating Clothes in Online Shopping (20)
Tomoharu Ishikawa*, Shunsuke Nakamori, Kazuya Sasaki, Keiko Miyatake, Miyoshi Ayama

A2 Clothing:
The Evaluation of Mechanical and Thermal Property of Women’s Hosiery and Aesthetic Impression (8)
Naoko Nakayama*, Takako Fujimoto

A3 Clothing:
Cloth Model Handling by The Combination of Some Manipulations for Draping (10)
Yuko Mesuda*, Shigeru Inui, Yosuke Horiba

A4 Clothing:
A New Evaluation Method for Fabric Wrinkles using the Morphological Technique (123)
Chie Muraki Asano*, Akira Asano, Rino Ouchi, Takako Fujimoto

B1 Theory development:
Flow Kansei Engineering /Qualifying conscious and unconscious behavior to gain optimal experience in Kansei Engineering (118)
Zhabiz Shafieyoun*, Marco Maiocchi

B2 Theory development:
Concept of Satisfaction (113)
Masaaki Kurosu*, Ayako Hashizume

B3 Theory development:
Research on the Latest Decision-Making Style in Automobile Design Development (111)
Noboru Koyama*, Mikio Yamashita, Satoshi Yoshida

B4 Theory development:
Product novelty impact on user Kansei (91)
Marcos Mendoza Vazquez, Toshimasa Yamanaka*
B5 Theory development:
Namgyu Kang*

C1 Method and Tool development:
Color Scheme Search: A Statistics-Based IEC Method (9)
Ken Ishibashi*, Kazunori Miyata

C2 Method and Tool development:
Analyzing Kansei from Facial Expressions by CSRBF Mapping (7)
Luis Ariel Diago Marquez*, Ichiro Hagiwara

C3 Method and Tool development:
Educational Experience in Kansei (54)
Igor Fernández-Plazaola*, Maria Pons-Morera, Antoni Montañana, Carmen Linares-Millan

C4 Method and Tool development:
Utilizing Real-time Human-Assisted Virtual Humans to Increase Real-world Interaction Empathy (26)
Michael Borish*, Andrew Cordar, Adriana Foster, Thomas Kim, James Murphy, Neelam Chaudhary, Benjamin Lok

C5 Method and Tool development:
Affective Engineering for Mud Wall Texture using Self-organizing Maps (128)
Toshio Tsuchiya*

D1 Senses:
Mood Change Caused by ‘Active Art’ that Encourages Touching and Grasping Movements (19)
Kiyomi Yoshioka*

D2 Senses:
Evaluation of the Effect on Viewer Recognition of Viewing at an Angle a Sign with Arrow Markings (112)
Masaaki Koyama*, Yuki Takahashi, Hisao Shiizuka

D3 Senses:
A study on the Emotional Relevance between Fruit-Surface and Perception of Vision and Touch (57)
Min-Yuan Ma*, Yi-Min Huang, Szu-Yi Wang

D4 Senses:
Psychological responses to sound stimuli: Joint consideration of AAE model and CV model (99)
Xi Chen*, Toshifumi Sugiura

D5 Senses:
Consideration of the frequency characteristics of a sound system in a traveling vehicle (83)
Tomoaki Hidaka*, Kyosuke Ochiai, Yamato Makoto, Toshiyuki Kageyama, Hiroshi Hasegawa
Day 3

Parallel Sessions 6 (10.00-12.00)

A1 Home and lifestyle:
A study of the attractive factors for the kidult furniture (24)
Yi-Ning Lee*, Chun-Heng Ho

A2 Home and lifestyle:
A Study on the Image of Wedding Gift Fortune Chicken (14)
Ming-Chyuan Ho, Shi-Mei Huang*

A3 Home and lifestyle:
The Digital Book Design from a point of View of the Universal Design (43)
Won-Seok YANG*, Yurie Takahashi, Wang-MI SEOK

A4 Home and lifestyle:
A perceptual study on face design for “Moe” characters in “Cool Japan” contents (35)
Yuki Wada*, Ryo Yoneda, Shinya Kanamori, Masashi Yamada

A5 Home and lifestyle:
Designing Watch by Using Semiotics Approaches (152)
Nasser Koleini Mamaghani*, Azadeh Dalir, Behzad Soleimani

B1 Theory development:
Principles for User Experience: What We Can Learn from Bad Examples (56)
Constantin von Saucken*, Florian Lachner, Udo Lindemann

B2 Theory development:
An Approach for Emotion Recognition using Purely Segment-Level Acoustic Features (37)
Hao Zhang*, Shin’ichi Warisawa, Ichiro Yamada

B3 Theory development:
Impact of Curvature of Product Shape on Aesthetic Judgments (27)
Yen-nien Lu, Chun-heng Ho*

B4 Theory development:
A Study of Rational and Emotional Product Properties (18)
Chiu-Wei Chien*, Chih-Long Lin, Rung-Tai Lin

B5 Theory development:
Consideration of Expression Method of the Entropy Concept (12)
Tomoaki Sato*, Mutsumi Suganuma

D1 Linguistic & text:
Attractive Phrase Detection from Musical Lyric Focusing on Linguistic Expressions (5)
Ryosuke Yamanishi*, Risako Kagita, Yoko Nishihara, Junichi Fukumoto

D2 Linguistic & text:
Adjective-Based Estimation of Short Sentence’s Impression (60)
Nguyen Thi Thu An*, Masafumi Hagiwara
Understanding Customers’ Affective Needs with Linguistic Summarization (74)
Fatih Emre Boran, Burak Efe, Diyar Akay*, Brian Henson

The impact of relevancy and unexpectedness on the communication effect of design (90)
Yu-Chia Chen, Iu-Ru Lai*

Texture image classification using extended 2D HLAC features (101)
Motofumi Suzuki*

Parallel Sessions 7 (13.00-15.00)

A1 Home and lifestyle:
The kitchen supply design based on Kansei engineering study for the elderly user of independent (134)
Peng-Jyun Liu*, Sheng-Houng Lin, Ching-Yi Wang, Ming-Chuen Chuang

A2 Home and lifestyle:
An Investigation on People’s Washing and Dressing Behaviors in Bathrooms in Taiwan (73)
Ming-Shiuh Chen, Iu-Ru Lai*

A3 Home and lifestyle:
The study on playability of toys for children based on different temperaments (45)
Yi-he Li*, Min-yuan Ma, Wei-chen Li

A4 Home and lifestyle:
New Love in Homes: Exploring the Attitudes of New Young-Olds in Taiwan towards Electronic Pets (39)
Kim C. K. Lee*

B1 Theory development:
Cognition and Product Design Features of Emotional Branding (13)
Hui Yun Yen*, Po Hsien Lin, Rungtai Lin

B2 Theory development:
Can we categorize moviegoers on their emotions? (3)
Emilie Poirson, Da Cunha Catherine, Jean-François Petiot*

B3 Theory development:
Three heuristic approaches for predicting future lifestyles (131)
Chun-Juei Chou*

B4 Theory development:
Products as Poetry: A Case Study of the Sun-Crow Teapot Design Based on Traditional Chinese Poetic Aesthetics (85)
Chi-Chang Lu*, Po-Hsien Lin

Text Data Mining of English Books on Tourism (106)
Hiromi Ban*, Takashi Oyabu
D2 Linguistic & text:
Consideration on English Learning for Undergraduates Using a Portable Game Machine (107)
Hiromi Ban*

D3 Linguistic & text:
The Impact of Narrative Methods on Deriving User-Centered Product Requirements from Individual Knowledge (151)
Christian Wölfel*

D4 Linguistic & text:
Applying Fuzzy Linguistic Preferences to Kansei Evaluation (158)
Jyh-Rong Chou*