



ICED
2015
DESIGN FOR
life

THE 20TH INTERNATIONAL CONFERENCE
ON ENGINEERING DESIGN (ICED15)

DESIGN FOR LIFE

27th-30th July 2015
Politecnico di Milano, Italy

Organised By

Politecnico di Milano, Politecnico di Torino
and the Design Society

Proceedings of ICED15

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Preface by the Programme Chair

We welcome you to the proceeding of the 20th International Conference on Engineering Design 2015 (ICED 15) held at the Bovisa campus of Politecnico di Milano, Milan, Italy. The theme of the Conference is “DESIGN FOR LIFE”, inspired by EXPO 2015 in Milan.

These proceedings of ICED 15 contain 427 double-blind peer-reviewed and accepted papers. The proceedings are published in different forms: a book of abstracts and a soft-copy of all contributions on a USB-based memory device for conference delegates plus printed books (11 volumes), which are available to the public via a print-on-demand service. All these different forms of proceedings are numbered against both Design Society and ISSN/ISBN referencing to allow wider access, better referencing and improved citation in the near and distant future. Additionally, all papers contain a citation proposal for a reproducible citation. The 11 volumes of the books are structured according to the conference topics and the sequence of the sessions. All papers in the proceedings have successfully fulfilled the criteria for acceptance in ICED 15.

Continuing on from the changes introduced for ICED 13, the papers in the proceedings were produced by combining an automatically generated cover page, based on the contribution details in the Conference Management System (ConfTool), with the paper as submitted by the authors, starting with the introduction section. This procedure supports consistent data for the papers, the conference programme, the Book of Abstracts, etc.

ICED 15 and its proceedings are the result of the dedicated efforts of many people:

- the authors who submitted excellent papers (both in content and form),
- the reviewers who provided timely comments and positive feedback that helped to optimise the quality of papers,
- the chairs, assistant chairs and members of the Programme and Organising Committee and the Design Society Administration who had to deal with details galore in getting the conference and the proceedings planned, structured, organised and ready to go (it was also fun, though!).

Thank you all very much!

On behalf of the Programme Committee we hope that you enjoy the programme and participate fully in what is arguably the Premier engineering design research conference in the world. We also hope that you find time to discover Milan and EXPO 2015, that you meet old friends and make some new ones, and that – besides work – you also have as much fun as we had when preparing the conference!



A handwritten signature in black ink that reads "Christian Weber".

Christian Weber
Programme Chair



A handwritten signature in black ink that reads "Stephan Husung".

Stephan Husung
Assistant Programme Chair

Preface by ICED15 Conference Chair

Having reached its 20th edition, ICED15 confirms to be a well-established conference in the scientific design community and we are very pleased and honoured to host this edition, which has received a very significant attention from researchers and practitioners throughout the world.

ICED15 is being organized at the same time and in the same location as the Universal EXPO. The EXPO has also inspired the theme of our conference - Design for Life - which has been further formulated as Design for a Healthy, a Sustainable and a Contented Life. While the submissions were arriving and the conference program was taking shape, we were very pleased to observe that this conference theme has indeed been picked up by many authors and has permeated their contributions. As an outcome of this emerging synergy between ICED and EXPO, we expect participants to return to their countries not only with the usual benefits that come from the ICED experience, but also with a stronger capability and determination to make positive and effective contributions to humankind through design research, education and practice.

If one looks at the program of previous ICED conferences, it is quite apparent that the field of design is continuously evolving, and that the Design Society community that is at the heart of ICED is also at the forefront of this continual evolution and adaptation to emerging opportunities and challenges. Specifically, ICED15 welcomes a growing number of contributions in fields pertaining to the human and social aspects of design, looking at humans both as actors and as recipients of the design activity. We all know that these advancements do not only take place in the formal presentation sessions, but also through other gatherings, including business meetings, information events, workshops and – of course – social events. The conference program has therefore been designed with the objective of providing ICED participants with a variety of opportunities for meeting and exchanging views.

All this will occur within the setting of a country such as Italy that – since ancient times, going through the Renaissance and until today – has been uniquely able to blend its technical know-how with an amazing quality of life. We therefore hope that you will make a memorable experience of ICED 15, the EXPO and of the ideal of Designing for Life.



A handwritten signature in black ink, appearing to read 'Gaetano Cascini'.

Gaetano Cascini
Conference Chair



A handwritten signature in black ink, appearing to read 'Marco Cantamessa'.

Marco Cantamessa
Conference Chair

Preface by the Design Society President

ICED 15, the 20th edition of the International Conference on Engineering Design (ICED) is coming back to Italy, the country where the idea of a design conference first took shape. The first ICED took place in Rome in March 1981. The aims were, as its initiator Vladimir Hubka wrote in December 1980, set towards: "... *determining the latest state of knowledge in areas of scientific design methods, and of gathering information about current results and future trends in research, to achieve a free co-ordination of scarce research resources.*"

This year, we are not in Rome, but in Milan - and for a good reason. The city of Milan itself is a synonym for quality of design as a way of thinking and living, in activity or in outcome. The conference themes indicate the broadness of thinking about design in and around the host city and connect the conference with the Universal EXPO that is also taking place at the same time. ICED 15 participants will have chance to experience the dynamics of a city that reflects all of the dichotomies that define design old and new, the art and technology, the research and practice, the chaotic and systematic. In the past thirty-five years the conference has become the event where all the richness of design research from all the continents is presented and all aspects of design explored ICED 15 sessions are the results of continuous improvements in every aspect of conference organisation. The format of the conference is based on the previous events with a programme made up of plenary sessions, podium presentations, discussion sessions with a focused debate and workshops led by the Design Society's Special Interest Groups. In addition, the Young Members' Event and PhD Forum extend the networking opportunities of ICED 15 for younger or first-time participants. The ICED 15 programme will provide an exciting opportunity for researchers and practitioners to learn about the latest developments in design research and practice.

The programme of ICED 15 is the result of a joint effort from great teams that have been working together since the last ICED conference in Seoul. The Society extends its gratitude to all the authors who have submitted their papers and all the reviewers who have helped to select papers ensuring an outstanding conference experience for all participants. A special thank you goes to all the authors and Session Chairs who will make this experience possible.

Many things have changed through the last 19 conferences. The conference started in Rome by WDK (Workshop – Design – Konstruktion), has, since 2001, been organised by the Design Society. Design as a field has expanded tremendously and the conference programme has become more interactive and complex, opening new opportunities and challenges. Organising a conference with such a history takes an enormous amount of work and attention to detail. I would like to express sincere thanks of the Society to Gaetano Cascini and Marco Cantamessa and all colleagues from Politecnico di Milano and Politecnico di Torino who have made this conference happen. Special thanks also to Programme Chair Christian Weber and Assistant Programme Chair Stephan Husung and all the members of Programme Committee for ensuring that this conference presents a tremendous quality of content. Finally, thank you to all of the participants whose attendance and input are a constant sign that this conference and design as a field are going in the right direction.



A handwritten signature in black ink, appearing to read 'D. Marjanovic'.

Dorian Marjanovic
Design Society President

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Table of Contents

Preface by ICED15 Programme Chair
Preface by ICED15 Conference Chair
Preface by the Design Society President
ICED15 Programme Committee
ICED15 Organising Committee
ICED15 Scientific Committee

VOLUME 1: Proceedings of the 20th International Conference on Engineering Design (ICED15)

DESIGN FOR LIFE

DESIGN FOR A SUSTAINABLE LIFE

Design Strategies for Circular Economy <i>Devadula, Suman; Chakrabarti, Amaresh</i>	1-1
Implementing Ecodesign Principles in Product Design: the Role of Usability <i>Sousa, Ana M.; Sampaio, Alvaro M.; Simoes, Paulo; Oliveira, Raquel</i>	1-11
Model Based Decision Support for Value and Sustainability in Product Development <i>Isaksson, Ola; Bertoni, Marco; Hallstedt, Sophie; Lavesson, Niklas</i>	1-21
Improving the Management of Environmental Requirements in Clients/ Suppliers Co-Design Process <i>Michelin, Fabien; Reyes, Tatiana; Vallet, Flore; Eynard, Benoît; Duong, Viet-Long</i>	1-31
The Business Model, A Tool for Transition to Sustainable innovation <i>Bisiaux, Justine; Gidel, Thierry; Huet, Frédéric; Millet, Dominique</i>	1-43
Quantification of Indoor Environmental Quality in Sustainable Building Designs using Structural Equation Modeling <i>Piacenza, Joseph R; Fields, John J; Hoyle, Christopher; Tumer, Irem Y</i>	1-53
Archaeonics – How to use Archaeological Solutions for Modern Product Development <i>Guertler, Matthias R.; Schaefer, Simon; Lipps, Johannes; Stahl, Stephan; Lindemann, Udo</i>	1-65
Comparison and Classification of Eco Improvement Methods <i>Russo, Davide; Serafini, Marco; Rizzi, Caterina; Duci, Stefano</i>	1-77
Ecodesign Maturity Model as a Framework to Support the Transition towards ISO 14.001:2015 Certification <i>Pigosso, Daniela C. A.; McAlloone, Tim C.</i>	1-87
Introduction of the Ideality Tool for Sustainable Design <i>Helpman Cohen, Yael; Reich, Yoram</i>	1-97
Development of a System for Production Energy Prognosis <i>Stetter, Ralf; Witczak, Piotr; Witczak, Marcin; Kauf, Florian; Staiger, Benjamin; Spindler, Claudius</i>	1-107
Environmental Evaluation of Ideas in Early Phases: A Challenging Issue for Design Teams <i>Leroy, Yann; Tyl, Benjamin; Vallet, Flore; Cluzel, François</i>	1-117

Identifying Needs for New Ecodesign Tools with the DSM Value Bucket tool - An Example in the Construction industry	
<i>Lamé, Guillaume; Leroy, Yann; Lasvaux, Sébastien</i>	1-127
Supporting Environmentally-Benign Design - Elucidating Environmental Impact Propagation in Conceptual Design Phase By Sapphire Model of Causality	
<i>Acharya, Shakuntala; Chakrabarti, Amaresh</i>	1-139
Collaborative Process Between Functional Analysis et Life Cycle Assesment: Integrating Environmental Considérations into Early Stages of Design Process	
<i>Rodriguez Moreno, Paulina; Rohmer, Serge; Ma, Hwong-Wen</i>	1-151
Task-Based LCA for Environmental Impact Assessment of Multiple Heterogenous Systems	
<i>Quan, Ning; Kim, Harrison; Knight, Erica; Nelson, Jeffrey; Finamore, Peter</i>	1-161
Heuristic Guidelines in Ecodesign	
<i>Sarnes, Julian; Kloberdanz, Hermann</i>	1-171
Investigating the Sustainability of Product Supply Chains	
<i>Germani, Michele; Mandolini, Marco; Marconi, Marco; Marilungo, Eugenia; Papetti, Alessandra</i>	1-181
Degrees of Customization and Sales Support Systems - Enablers to Sustainability in Mass Customization	
<i>Gembarski, Paul Christoph; Lachmayer, Roland</i>	1-191
Interaction Design for Sustainable Mobility System	
<i>Gaiardo, Andrea; Di Salvo, Andrea</i>	1-199
Meeting Sustainability Challenges: Soft Systems Thinking as an Enabler for Change	
<i>Ericson, Åsa; Holmqvist, Johan</i>	1-209
Bringing a Fuller Socio-Technical Perspective to Design Decisions	
<i>Kokotovich, Vasilije</i>	1-217
Firing up Sustainable Behaviour	
<i>Daae, Johannes; Boks, Casper; Goile, Franziska; Seljeskog, Morten</i>	1-227
Design for Sustainability – Trade-off Dilemmas from the Consumer Perspective	
<i>Shiu, Eric</i>	1-239
Systematic Framework for the Development of Fuons	
<i>Ostad-Ahmad-Ghorabi, Hesamedin; Collado-Ruiz, Daniel</i>	1-249
Application of Subtract and Operate Method for Developing Function Energy Structures of Products and Systems - A Rule-Guided Approach	
<i>Markos, Panagiotis; Dentsoras, Argyris</i>	1-259
Stakeholder Centred Approach to Sustainable Design: A Case Study of Co-Designing Community Enterprises for Local Food Production And Consumption	
<i>Pahk, Yoonyee; Baek, Joonsang</i>	1-269
Substituting Conventional Materials and Manufacturing for Sustainable, Near Net Shape Grown Components	
<i>Löwer, Manuel; Beger, Anna-Lena; Feldhusen, Jörg; Wormit, Alexandra; Prell, Jürgen; Usadel, Björn; Seiler, Thomas-Benjamin; Kämpfer, Christoph; Hollert, Henner; Moser, Franziska; Trautz, Martin</i>	1-279

Similarities and Differences Between Environmental Soundness and Resource Efficiency and their Consequences for Design Support <i>Link, Sandra; Kloberdanz, Hermann; Denz, Naemi</i>	1-289
Integrated Design of Dynamic Sustainable Energy Systems <i>Allison, James T.; Herber, Daniel R.; Deshmukh, Anand P.</i>	1-299
Exploring Sustainability Impact on Interior Design Solutions <i>Rashdan, Wael</i>	1-309
Study on a Determination of Design Policies for Solar-Boats with Different Design Philosophies <i>Oizumi, Kazuya; Aoyama, Kazuhiro</i>	1-319

DESIGN FOR A HEALTHY LIFE

Remember to Remember: A Feasibility Study Adapting Wearable Technology to the Needs of People Aged 65 and Older with Mild Cognitive Impairment (MCI) and Alzheimer's Dementia <i>Maier, Anja M; Özkil, Ali Gürcan; Bang, Maria M; Forchhammer, Birgitte H</i>	1-331
Prototyping and Testing Basic Designs of Centrifugal Microfluidic Platforms for Biomedical Diagnostics <i>Fox, Stephan Cecil; Lohmeyer, Quentin; Meboldt, Mirko</i>	1-341
A New Design System of Below-Limb Prostheses - the Role of a Visual Prosthetic Designer <i>Sansoni, Stefania; Wodehouse, Andrew; Buis, Arjan</i>	1-351
Feathers, A Bimanual Upper Limb Rehabilitation Platform: A Case Study of User-Centred Approach in Rehabilitation Device Design <i>Shirzad, Navid; Valdés, Bulmaro A.; Hung, Chai-Ting; Law, Mimi; Hay, Justin; Van der Loos, H.F. Machiel</i>	1-361
A Knowledge-Based Design Process for Custom Made Insoles <i>Marinelli, Paola; Mandolini, Marco; Germani, Michele</i>	1-371
Improving Wellbeing for Victims of Crime <i>Kaldor, Lucy Joanna; Watson, Rodger</i>	1-381
Can the Sports Design Process Help the inclusive Design Community? <i>Wilson, Nicky; Thomson, Avril; Riches, Philip</i>	1-391
Applying Design Ethnography to Product Evaluation: A Case Example of a Medical Device in a Low-Resource Setting <i>Mohedas, Ibrahim; Sabet Sarvestani, Amir; Daly, Shanna R.; Sienko, Kathleen H.</i>	1-401
Applying Fishbein's Multi-Attribute Attitude Model to the Tata Swach Water Purifier <i>Ricks, Sean T; Winter V, Amos G</i>	1-411
Design for Physical Activity: Design Aspects of Wearable Activity Trackers <i>Kuru, Armağan; Erbuğ, Çiğdem</i>	1-421
The Effects of Training Background and Design tools on Multi-Level Biosystems Design <i>Egan, Paul; Ho, Tiffany; Schunn, Christian; Cagan, Jonathan; LeDuc, Philip</i>	1-433

Designing for the Deepest Needs of Both Public Service Consumers and Providers; Innovation in Mental Health Crisis Response <i>Van der Bijl-Brouwer, Mieke; Watson, Rodger</i>	1-443
Design and Validation of Diagnosis Tool of Inclusion of Children with Disabilities in Playgrounds <i>Mejia Piedrahita, Tatiana</i>	1-453
The HESD-Model: Merging Multiple Perspectives and Creating Flexible Use Scenarios for Service Design in Healthcare <i>Sarri, Tommaso; Kleinsmann, Maaïke; Melles, Marijke</i>	1-465
A Multi-Level Activity Analysis for Home Healthcare ICT Tool Redesign <i>Borgiel, Katarzyna; Christophe, Merlo; Minel, Stéphanie</i>	1-475
A Comprehensive Process of Care Coordination: A Skin Cancer Application <i>Boudjemil, Sonia; Duong, Tu-Anh; Jankovic, Marija; Le Cardinal, Julie</i>	1-485
The Competitive Advantage of Using 3D-Printing in Low-Resource Healthcare Settings <i>Rismani, Shalaleh; Van der Loos, H.F.Machiel</i>	1-495
Designing Child-Sized Hospital Architecture: Beyond Preferences for Colours and Themes <i>Verschoren, Laure; Annemans, Margo; Van Steenwinkel, Iris; Heylighen, Ann</i>	1-505

DESIGN FOR A CONTENTED LIFE

A Framework for Understanding, Communicating and Evaluating User Experience Potentials <i>Kremer, Simon; Lindemann, Udo</i>	1-515
Why Product Design Support for Improved Worker Contentedness? <i>Farrugia, Lawrence; Borg, Jonathan</i>	1-525
Design for Infants is not Design for Children: On the Quest of Tools to Model a Method to Design for Infants <i>Monsalve, Juliana; Maya, Jorge</i>	1-537
Personal Values as a Catalyst for Meaningful Innovations: Supporting Young Designers in Collaborative Practice <i>Onselen, Lenny Van; Valkenburg, Rianne</i>	1-547
Reconceptualizing Design Thinking and Equipping Designers for the Next Wave of Digital Innovation <i>Kleinsmann, Maaïke; Snelders, Dirk</i>	1-557
Designing with Crime Prevention – Creating Community Wellbeing through Design <i>Watson, Rodger; Kaldor, Lucy</i>	1-565
Development of a National Survey on Aging and the Domestic Bathroom: the Livable Bathrooms Survey <i>Mintzes, Alicia; Bridge, Catherine; Demirbilek, Oya</i>	1-575
Design for Contented Life: A Proposed Framework <i>Ashour, Ayman Fathy</i>	1-585

**VOLUME 2: Proceedings of the 20th International Conference
on Engineering Design (ICED15)**

DESIGN THEORY AND RESEARCH METHODOLOGY, DESIGN PROCESSES

DESIGN THEORY AND METHODOLOGY

Case Study: Individualization of a Fully Automated Coffee Machine <i>Kosiol, Maike; Böhmer, Annette Isabel; Lindemann, Udo</i>	2-1
Design of Medical Devices for Pressure Ulcer Prevention <i>Velasquez, Alejandro; Almonacid, Ana Maria; Jaramillo, Lisa Maria; Aramburo, Mauricio; Velasquez, David; Iza, Camilo; Zapata, Luis Miguel</i>	2-13
Bioinspired Design: A Case Study of Reconfigurable Crawling-Rolling Robot <i>Kapilavai, Aditya; Mohan, Rajesh Elara; Tan, Ning</i>	2-23
Computational Design-to-Fabrication Using Spatial Grammars: Automatically Generating Printable Car Wheel Design Variants <i>Chen, Tian; Shea, Kristina</i>	2-35
Virtual Validation of Functional Automotive Door Assembly Properties by Means of Superposed CAT and FEM Analysis <i>Ehlert, Matthias; Heling, Björn; Wartzack, Sandro</i>	2-45
Generic Technique and the Dynamics of Technologies: Using Matroid and Design Theory to Design Techniques with Systemic Impact <i>Le Masson, Pascal; Hatchuel, Armand; Kokshagina, Olga; Weil, Benoit</i>	2-55
Definition of the Form-Based Design Approach and Description of it Using the FBS Framework <i>Filippi, Stefano; Barattin, Daniela</i>	2-65
Effectiveness of the Systematic Engineering Design Methodology <i>Motte, Damien</i>	2-77
Product Line Design, Evolution and Pricing <i>Wu, Shuli; Chen, Songlin</i>	2-87
An Approach for Industrial Application of Axiomatic Design <i>Weber, Jakob; Köbler, Johannes; Paetzold, Kristin</i>	2-97
How Much Design Does Research Need: An Inquiry of the Synergetic Potential of Methods of Social and Design Research. <i>Dittenberger, Sandra; Koscher, Andrea</i>	2-107
A Search and Optimization Perspective on Conceptual Design <i>Kroll, Ehud; Weisbrod, Gil</i>	2-117
Attributes in Integrated Design Engineering - A New Way to Describe both Performance Capability and Behaviour of a Product <i>Vajna, Sandor J.</i>	2-127
Designing PSI: An Introduction to the PSI Framework <i>Reich, Yoram; Subrahmanian, Eswaran</i>	2-137
Improving Design Methodology: Systematic Evaluation of Principle Synthesis <i>Katzwinkel, Tim; Heller, Jan Erik; Schmid, Alexander; Schmidt, Walter; Löwer, Manuel; Feldhusen, Jörg</i>	2-147

Towards Genetic Modeling of Machines for Engineering Design Synthesis <i>Shah, Jami</i>	2-155
Challenges in Developing an Ontology for Problem Formulation In Design <i>Dinar, Mahmoud; Park, Yong-Seok; Shah, Jami J</i>	2-165
Biocards and Level of Abstraction <i>Lenau, Torben Anker; Keshwani, Sonal; Chakrabarti, Amaresh; Ahmed-Kristensen, Saeema</i>	2-177
Using Biology as a Model for Sustainability: Insights for Ecodesign and Bioinspired Design Practitioners <i>O'Rourke, Julia; Seepersad, Carolyn Conner</i>	2-187
Influence of Information and Knowledge from Biology on the Variety of Technical Solution Ideas <i>Hashemi Farzaneh, Helena; Helms, Katharina; Lindemann, Udo</i>	2-197
Biologically Inspired Fault Adaptive Strategies for Engineered Systems <i>Jensen, David Charles; Huisman, Nicholas</i>	2-207
Visual Representations as a Bridge for Engineers and Biologists in Bio-Inspired Design Collaborations <i>Hashemi Farzaneh, Helena; Helms, Katharina; Lindemann, Udo</i>	2-215
Modeling Biological Systems to Facilitate their Selection During a Bio-Inspired Design Process <i>Fayemi, Pierre-Emmanuel Ifeolohoum; Maranzana, Nicolas; Aoussat, Ameziane; Chekchak, Tarik; Bersano, Giacomo</i>	2-225
System for Deriving Diverse Solutions via a Modification Method for Emergent Design <i>Sato, Koichiro; Matsuoka, Yoshiyuki</i>	2-235
Design Repository & Analogy Computation via Unit-Language Analysis (Dracula) Matching Algorithm Development <i>Briana, Lucero; Julie, Linsey; Turner, Cameron</i>	2-245
Computational Support of Design Concept Generation through Interaction of Sketching, Ontology-Based Classification and Finding Voids <i>Nomaguchi, Yutaka; Nakagiri, Taku; Fujita, Kikuo</i>	2-257
Ontology in Design Engineering: Status and Challenges <i>Lim, Soon Chong Johnson; Liu, Ying; Chen, Yong</i>	2-267
Designing with Priorities and Thresholds for Health Care Heterogeneity: the Approach of Constructing Parametric Ontology <i>Eivazzadeh, Shahryar; Anderberg, Peter; Berglund, Johan; Larsson, Tobias</i>	2-277
Design Talking: An Ontology of Design Methods to Support a Common Language of Design <i>Roschuni, Celeste; Kramer, Julia; Zhang, Qian; Zaskorn, Lauren; Agolino, Alice</i>	2-285

DESIGN RESEARCH METHODOLOGY

Measuring Prototypes - A Standardized Quantitative Description of Prototypes and their Outcome for Data Collection and Analysis <i>Jensen, Matilde Bisballe; Balters, Stephanie; Steinert, Martin</i>	2-295
Modelling in Business Model Design: Reflections on Three Experimental Cases In Healthy Living <i>Simonse, Lianne W.L.; Badke-Schaub, Petra</i>	2-309
Distributed Experiments in Design Sciences, a Next Step in Design Observation Studies? <i>Kriesi, Carlo; Steinert, Martin; Aalto-Setälä, Laura; Anvik, Anders; Balters, Stephanie; Baracchi, Alessia; Bisballe Jensen, Matilde; Bjørkli, Leif Erik; Buzzaccaro, Nicolo; Cortesi, Dario; D'Onghia, Francesco; Dosi, Clio; Franchini, Giulia; Fuchs, Matt; Gerstenberg, Achim; Hansen, Erik; Hiekkanen, Karri Matias; Hyde, David; Ituarte, Iñigo; Kalasniemi, Jani; Kurikka, Joonas; Lanza, Irene; Laurila, Anssi; Lee, Tik Ho; Lønvik, Siri; Mansikka-Aho, Anniina; Nordberg, Markus; Oinonen, Päivi; Pedrelli, Luca; Pekuri, Anna; Rane, Enna; Reime, Thov; Repokari, Lauri; Rønningen, Martin; Rowlands, Stephanie; Sjöman, Heikki; Slåttsveen, Kristoffer; Strachan, Andy; Strømstad, Kirsti; Suren, Stian; Tapio, Peter; Utriainen, Tuuli; Vignoli, Matteo; Vijaykumar, Saurabh; Welo, Torgeir; Wulvik, Andreas</i>	2-319
Teaching Nurses CAD: Identifying Design Software Learning Differences in a Non-Traditional User Demographic <i>Stephenson, Katherine Jo; Pickham, David; Aquino Shluzas, Lauren</i>	2-329
Differences in Analysis and Interpretation of Technical Systems by Expert and Novice Engineering Designers <i>Ruckpaul, Anne; Nelius, Thomas; Matthiesen, Sven</i>	2-339
Mobile Eye Tracking in Usability Testing: Designers Analysing the User-Product Interaction <i>Mussgnug, Moritz; Waldern, Michael Frederick; Meboldt, Mirko</i>	2-349
How we Understand Engineering Drawings: An Eye Tracking Study Investigating Skimming and Scrutinizing Sequences <i>Lohmeyer, Quentin; Meboldt, Mirko</i>	2-359
Reviewing Peer Review, an Eye Tracking Experiment of Review Behaviour <i>Boa, Duncan R; Hicks, Ben</i>	2-369

DESIGN PROCESSES

Enhanced Analytical Model for Planning the Verification, Validation & Testing Process <i>Yakov, Shabi; Reich, Yoram</i>	2-379
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Integrated Product and Process Models: Towards an Integrated Framework and Review	
<i>Eckert, Claudia; Albers, Albert; Bursac, Nikola; Chen, Hilario Xin; Clarkson, P. John; Gericke, Kilian; Gladysz, Bartosz; Maier, Jakob F.; Rachenkova, Galina; Shapiro, Daniel; Wynn, David</i>	2-389
FBS Models: An Attempt at Reconciliation Towards a Common Representation	
<i>Spreafico, Christian; Fantoni, Gualtiero; Russo, Davide</i>	2-399
Modelling Practices Over Time: A Comparison of Two Surveys Taken 20 Years Apart	
<i>Moullec, Marie-Lise; Maier, Jakob; Cassidy, Stephen; Sommer, Anita F.; Clarkson, P. John</i>	2-409
Value Modelling in Aerospace Sub-System Design: Linking Quantitative and Qualitative Assessment	
<i>Bertoni, Alessandro; Amnell, Henrik; Isaksson, Ola</i>	2-421
Process Types and Value Configuration in Modelling Practice – An Empirical Study of Modelling in Design and Service	
<i>Sommer, Anita Friis; Maier, Jakob; Mak, Jonathan; Moullec, Marie-Lise; Cassidy, Stephen; Clarkson, P. John</i>	2-431
Towards the Next Generation of Design Process Models: A Gap Analysis of Existing Models	
<i>Costa, Daniel Guzzo; Macul, Victor Cussiol; Costa, Janaina Mascarenhas Hornos; Exner, Konrad; Pförtner, Anne; Stark, Rainer; Rozenfeld, Henrique</i>	2-441
An Investigation of Design Process Changes	
<i>Shapiro, Daniel; Sommer, Anita Friis; Clarkson, Peter John</i>	2-451
Structure-Based System Dynamics Analysis - A Case Study of Benchmarking Process Optimization	
<i>Kasperek, Daniel; Berger, Sandra; Maisenbacher, Sebastian; Lindemann, Udo; Maurer, Maik</i>	2-461
The Long Road to Improvement in Modelling and Managing Engineering Design Processes	
<i>Gericke, Kilian; Eckert, Claudia</i>	2-471

VOLUME 3: Proceedings of the 20th International Conference on Engineering Design (ICED15)

DESIGN ORGANISATION AND MANAGEMENT

The Evolution of Terminology within a Large Distributed Engineering Project <i>Gopsill, James Anthony; Jones, Simon; Snider, Chris; Shi, Lei; Hicks, Ben James</i>	3-1
Different Levels of Product Model Granularity in Design Process Simulation <i>Maier, Jakob F.; Eckert, Claudia M.; Clarkson, P. John</i>	3-11
Modularization Management and Network Configuration <i>Hansen, Poul Kyvsgaard; Nielsen, Louise Møller</i>	3-21
Influence of Design-For-X Guidelines on the Matching Between the Product Architecture and Supply Network <i>Behncke, Florian G. H.; Thimet, Paula; Barton, Benjamin; Lindemann, Udo</i>	3-31
A Study to Identify Engineering Design Resources in Complex Product Development Projects <i>Xin Chen, Hilario Lorenzo; Clarkson, Peter John; Sommer, Anita Friis</i>	3-43
Matching Product Architecture and Supply Network - Systematic Review and Future Research <i>Behncke, Florian G. H.; Kayser, Liza; Lindemann, Udo</i>	3-53
Understanding Engineering Projects: An Integrated Vehicle Health Management Approach to Engineering Project Monitoring <i>Snider, Chris; Gopsill, James A.; Jones, Simon; Shi, Lei; Hicks, Ben</i>	3-65
Implementation of R&D Management Models in Global Organisations <i>Johansson, Glenn; Säfssten, Kristina; Adolfsson, Ann-Cathrine</i>	3-75
An Agent-Based Approach to Support Planning for Change During Early Design <i>Fernandes, João; Henriques, Elsa; Silva, Arlindo; Pimentel, César</i>	3-83
Considering Risk Attitude in a Value of Information Problem <i>Hsiao, Chuck; Malak, Richard</i>	3-93
Crisis Situations in Engineering Product Development - A Method to Identify Crisis <i>Muenzberg, Christopher; Venkataraman, Srinivasan; Hertrich, Nicolas; Fruhling, Carl; Lindemann, Udo</i>	3-103
Safety of Individual Products – Perspectives in the Context of Current Practices and Challenges <i>Roth, Michael; Gehrlicher, Steffi; Lindemann, Udo</i>	3-113
Utilizing Failure Information for Mission Analysis for Complex Systems <i>DeStefano, Charlie; Jensen, David</i>	3-123
Framing in Design: A Formal Analysis and Failure Modes <i>Vermaas, Pieter; Dorst, Kees; Thurgood, Clementine</i>	3-133
Design Driven Startups <i>Petersen, Søren Ingomar</i>	3-143

Characteristics and Enablers of Transparency in Product Development Risk Management	
<i>Shaffer, Ryan M.; Olechowski, Alison L.; Seering, Warren P.; Ben-Daya, Mohammad</i>	3-153
Actor-Based Signposting: A Modeling Tool to Improve the Socio-Technical Design Processes	
<i>Hassannezhad, Mohammad; Cantamessa, Marco; Montagna, Francesca</i>	3-165
The Impact of Technology Uncertainty on Early Supplier Integration in Product Development	
<i>Geissmann, Lukas; Rebertisch, Eric Scott</i>	3-175
Impact of Architecture Types and Degree of Modularity on Change Propagation Indices	
<i>Colombo, Edoardo Filippo; Cascini, Gaetano; De Weck, Olivier L.</i>	3-187
Dependency Identification for Engineering Change Management (ECM): An Example of Computer-Aided Design (CAD)-Based Approach	
<i>Masmoudi, Mahmoud; Leclaire, Patrice; Zolghadri, Marc; Haddar, Mohamed</i>	3-199
An Intelligent Design Environment for Changeability Management - Application To Manufacturing Systems	
<i>Benkamoun, Nadège; Kouiss, Khalid; Huyet, Anne-Lise</i>	3-205
Changes on Changes: Towards an Agent-Based Approach for Managing Complexity in Decentralized Product Development	
<i>Kehl, Stefan; Stiefel, Patrick; Müller, Jörg P.</i>	3-215
How to Integrate Information about Past Engineering Changes in New Change Processes?	
<i>Wickel, Martina Carolina; Lindemann, Udo</i>	3-229
Envisioning Products to Support the Agile Management of Innovative Design	
<i>Carvalho, Fábio Henrique Trovon De; Costa, Janaína Hornos Mascarenhas Da; Amaral, Daniel Capaldo</i>	3-239
Exploring Tensions Between Creativity and Control in Product Development Projects	
<i>Bojesson, Catarina; Backström, Tomas; Bjurström, Erik</i>	3-249
Constant Dripping Wears Away the Stone: Linking Design Thinking and Effectual Action in Designing New Ventures	
<i>Niedworok, Anja; Schloegl, Stephan; Mirski, Peter J.; Greger, Rudolf; Ambrosch, Marcus</i>	3-259
Constructing a Multi-Dimensional Model to Understand Team Design through Language	
<i>Xu, Jiang; Guo, Feng; Gan, Xiang; Wang, Xiuyue</i>	3-269
The Use and Value of Different Co-Creation and Tools in the Design Process.	
<i>Ali, Abu; Liem, Andre</i>	3-279

Physical Interaction Mappings: Utilizing Cognitive Load Theory in order to Enhance Physical Product Interaction <i>Young, Bryan Gough; Wodehouse, Andrew; Sheridan, Marion</i>	3-289
An Exploratory Study of the Specifications Process in a Customer-Supplier Collaborative New Product Development <i>Yager, Matthieu; Le Dain, Marie-Anne; Merminod, Valéry</i>	3-299
Correlations Between Successful Consumer Goods in the Market and Creativity in Form And Function Attributes <i>Sehn, Cristina Morandi; Bernardes, Mauricio Moreira E Silva; Jacques, Jocelise Jacques De</i>	3-309
Meetings in The Product Development Process: Applying Design Methods to Improve Team Interaction and Meeting Outcomes <i>Bavendiek, Ann-Kathrin; Thiele, Lisa; Meyer, Patrick; Vietor, Thomas; Kauffeld, Simone; Fingscheidt, Tim</i>	3-319
Modelling of Immersive Systems for Collaborative Design <i>Rohmer, Serge</i>	3-329
Online Ways of Sharedness: A Syntactic Analysis of Design Collaboration in OpenIDEO <i>Bianchi, Joost; Knopper, Yuri; Eris, Ozgur; Badke-Schaub, Petra; Roussos, Lampros</i>	3-339
Can Algorithms Calculate The “Real” Sharedness in Design Teams? <i>Yamada, Kaori; Badke-Schaub, Petra; Eris, Ozgur</i>	3-349
How an Open Source Design Community Works: The Case of Open Source Ecology <i>Macul, Victor; Rozenfeld, Henrique</i>	3-359
A Framework of Working across Disciplines in Early Design and R&D of Large Complex Engineered Systems <i>McGowan, Anna-Maria Rivas; Papalambros, Panos; Baker, Wayne</i>	3-367
Identifying and Visualising KPIs for Collaborative Engineering Projects: A Knowledge Based Approach <i>Shi, Lei; Newnes, Linda; Culley, Steve; Gopsill, James; Jones, Simon; Snider, Chris</i>	3-377
The Sensory Delivery Rooms of The Future: Translating Knowlege across Boundaries in a Public-Private Innovation Partnership <i>Pedersen, Signe</i>	3-387
Meaning Making in the Intersection between Sketches and 3D Mock-Up <i>Ali, Abu; Liem, Andre</i>	3-397
Argumentation Analysis in an Upstream Phase of an Innovation Project <i>Abou Eddahab, Fatima-Zahra; Prudhomme, Guy; Masclat, Cedric; Lund, Kris; Boujut, Jean-François</i>	3-407
Rethinking Operating Models for Intangible Services: From a Mechanistic Structure to a Sustainable Model <i>Minzoni, Angela; Mounoud, Eleonore</i>	3-417

Pragmatic Team Compositions in Scrum-Based Development Projects <i>Ovesen, Nis</i>	3-427
A Longitudinal Study of Globally Distributed Design Teams: The Impacts on Product Development. <i>Taylor, Thomas Paul; Ahmed-Kristensen, Saeema</i>	3-437
Boundary Objects in Open Source Design: Experiences from OSE Community <i>Affonso, Claudia Andressa Cruz; Amaral, Daniel Capaldo</i>	3-447
Work Sampling Approach for Measuring Intellectual Capital Elements in Product Development Context <i>Škec, Stanko; Štorga, Mario; Tečec Ribarić, Zlatka; Marjanović, Dorian</i>	3-457

VOLUME 4: Proceedings of the 20th International Conference on Engineering Design (ICED15)

DESIGN FOR X, DESIGN TO X

Approach to Consider Rapid Manufacturing in the Early Phases of Product Development <i>Weiss, Florian; Binz, Hansgeorg; Roth, Daniel</i>	4-1
Result Visualization and Documentation of Tolerance Simulations of Mechanisms <i>Walter, Michael Simon Josef; Pribek, Michael; Spruegel, Tobias Constantin; Wartzack, Sandro</i>	4-11
The Design and Manufacture of Individualised Perfect-Fit Packaging Solutions <i>Dhokia, Vimal; Newman, Stephen Thomas</i>	4-21
Assembly Sequence Planning with the Principles of Design for Assembly <i>Sąsiadek, Michał</i>	4-31
Handling Product Variety in a Mixed-Product Assembly Line: A Case Study <i>Asadi, Narges; Jackson, Mats; Fundin, Anders</i>	4-41
Design for Recovery - Applying Multivariate Statistics to Define Groupings of French WEEE Pre-Treatment Operators <i>Alonso Movilla, Natalia; Zwolinski, Peggy</i>	4-51
Design for Retrofitting <i>Coenen, Jenny; Ruiz, Valentina; Fernandez Hernando, Jose Manuel; Frouws, Koos</i>	4-61
The Realization of an Engineering Assistance System for the Development of Noise-Reduced Rotating Machines <i>Küstner, Christof; Wartzack, Sandro</i>	4-71
Development of Portability Design Heuristics <i>Hwang, Dongwook; Park, Woojin</i>	4-81
Dealing with Non-Trade-Offs for Frugal Design <i>Lecomte, Chloé; Blanco, Eric</i>	4-91
Exploring Benefits of Using Augmented Reality for Usability Testing <i>Choi, Young Mi; Mittal, Sanchit</i>	4-101
Development of an Interface Analysis Template for System Design Analysis <i>Uddin, Amad; Campean, Felician; Khan, Mohammed Khurshid</i>	4-111
The Application of Crowdsourcing for 3D Interior Layout Design <i>Wu, Hao; Corney, Jonathan; Grant, Michael</i>	4-123
Assessing Time-Varying Advantages of Remanufacturing: A Model for Products with Physical and Technological Obsolescence <i>Kwak, Minjung; Kim, Harrison</i>	4-135

Product Development in Low-Volume Manufacturing Industries: Characteristics and Influencing Factors	
<i>Javadi, Siavash; Bruch, Jessica; Bellgran, Monica</i>	4-145
Methodical Support for Concurrent Engineering across Product and Production (System) Development	
<i>Stoffels, Pascal; Vielhaber, Michael</i>	4-155
Modeling Factory Systems Using Graphs - Ontology-Based Design of a Domain Specific Modeling Approach	
<i>Plehn, Christian; Stein, Florian; Reinhart, Gunther</i>	4-163
Tasks and Challenges in Prototype Development with Novel Technology – An Empirical Study	
<i>Ravn, Poul Martin; Guðlaugsson, Tómas Vignir; Mortensen, Niels Henrik</i>	4-173
Design-For-Manufacture of Sheet-Bulk Metal Formed Parts	
<i>Breitsprecher, Thilo; Sauer, Christopher; Sperber, Christian; Wartzack, Sandro</i>	4-183
Digital Aesthetic of New Products Obtained by Selective Laser Melting Process	
<i>Galimberti, Giorgia; Guagliano, Mario; Previtali, Barbara; Rampino, Lucia</i>	4-193
Additive Manufacturing Design Feature Selection for Variable Product Platforms	
<i>Yao, Xiling; Moon, Seung Ki; Bi, Guijun</i>	4-205
Approach for a Comparatively Evaluation of the Sustainability for Additive Manufactured Aluminum Components	
<i>Lachmayer, Roland; Gottwald, Philipp; Lippert, Rene Bastian</i>	4-215
Indicators and Design Strategies for Direct Part Production by Additive Manufacturing	
<i>Leutenecker, Bastian; Klahn, Christoph; Meboldt, Mirko</i>	4-225
Design Method and Taxonomy of Optimized Regular Cellular Structures for Additive Manufacturing Technologies	
<i>Savio, Gianpaolo; Gaggi, Flavio; Meneghello, Roberto; Concheri, Gianmaria</i>	4-235
Design for Mass Customization Using Additive Manufacture: Case-Study of a Balloon-Powered Car	
<i>Chen, Tian; Fritz, Stöckli; Shea, Kristina</i>	4-245
A Call for FDM Design Rules to Include Road Deposition	
<i>Fornasini, Giacomo; Schmidt, Linda C.</i>	4-255
Redefining Product Family Design for Additive Manufacturing	
<i>Lei, Ningrong; Moon, Seung Ki; Rosen, David W.</i>	4-267
Combining Additive Manufacturing with CFRP Composites: Design Potentials	
<i>Türk, Daniel-Alexander; Züger, Andreas; Klahn, Christoph; Meboldt, Mirko</i>	4-279
Crowdsourced Design Principles for Leveraging the Capabilities of Additive Manufacturing	
<i>Perez, K Blake; Anderson, David S; Holtta-Otto, Katja; Wood, Kristin L</i>	4-291

Exploring the Significance of In-Process Knowledge to Composites Design and Production	
<i>Jones, Helene Victoria; Chatzimichali, Anna; Potter, Kevin; Ward, Carwyn</i>	4-301
Natural Fibre-Reinforced, Injection Moulded Polymers for Light Weight Constructions – Simulation of Sustainable Materials for the Automotive Industry –	
<i>Albrecht, Katharina; Osswald, Tim; Wartzack, Sandro; Müssig, Jörg</i>	4-313
Energy Efficiency Oriented Development of Production Systems	
<i>Stoffels, Pascal; Vielhaber, Michael</i>	4-323
Evaluation of a Strategic Method to Improve Prototype Performance with Reduced Cost and Fabrication Time	
<i>Camburn, Bradley Adam; Jensen, Daniel; Crawford, Richard; Otto, Kevin; Wood, Kristin</i>	4-333
A Generic Approach to Sensitivity Analysis in Geometric Variations Management	
<i>Schleich, Benjamin; Wartzack, Sandro</i>	4-343

**VOLUME 5: Proceedings of the 20th International Conference
on Engineering Design (ICED15)**

DESIGN METHODS AND TOOLS – PART 1

A Framework for Quantitative Analysis of Government Policy
Influence on Electric Vehicle Market
*Kang, Namwo; Emmanoulopoulos, Manos; Ren, Yi; Feinberg, Fred M.;
Papalambros, Panos Y.*5-1

A Comparison of Conjoint Analysis and Interactive Genetic Algorithms
for the Study of Product Semantics
Petiot, Jean-François; Francisco, Cervantes Chavez; Ludivine, Boivin5-11

Stakeholders’ Diverging Perceptions of Product Requirements:
Implications in the Design Practice
Borgianni, Yuri; Rotini, Federico5-21

The Malicious Labyrinth of Requirements - Three Types of
Requirements for a Systematic Determination of Product Properties
Mattmann, Ilyas; Gramlich, Sebastian; Kloberdanz, Hermann5-31

Requirements Checklists: Benchmarking the Comprehensiveness
of the Design Specification
Becattini, Niccolo; Cascini, Gaetano; Rotini, Federico5-41

Considering User’s Impact in Validation Activities – An Approach
for the Determination of Requirements
Pinner, Tobias; Jost, Franz; Schmid, Daniel; Albers, Albert5-51

Understand the Design Requirement in Companies
Li, Xuemeng; Ahmed-Kristensen, Saeema5-63

A Product Planning of E-Sports Headphone by Blending
Replication ZMET with QFD
Wang, Hung-Hsiang5-75

Quality Function Deployment Using Multispace Design Model
and its Application
Kato, Takeo; Horiuchi, Shigehiro; Miwa, Toshiharu; Matsuoka, Yoshiyuki5-83

The Potential of Design-By-Analogy Methods to Support Product,
Service and Product Service Systems Idea Generation
Moreno Grandas, Diana Paola; Blessing, Lucienne; Yang, Maria; Wood, Kristin5-93

A Qualitative Investigation of Ideation Practices in Engineering
and Product Design
Currano, Rebecca; Henriksson, Emily5-105

Synthesis of Conceptual Designs for Sensors Using SAPPHIRE-lite
Sarkar, Biplob; Chakrabarti, Amaresh; Ananthasuresh, G.K5-115

When Costs from Being a Constraint Become a Driver for
Concept Generation
Altavilla, Stefania; Montagna, Francesca5-125

Form Follows Data: A Method to Support Concept Generation Coupling Experience Design with Motion Capture. <i>Camere, Serena; Caruso, Giandomenico; Bordegoni, Monica; Di Bartolo, Carmelo; Mauri, Duccio; Pisino, Enrico</i>	5-135
Integrated Function Modelling: Comparing the IFM Framework with SysML <i>Eisenbart, Boris; Mandel, Constantin; Gericke, Kilian; Blessing, Lucienne</i>	5-145
Capture of Actual Development Processes of Hybrid Intelligent Design Elements in Order to Define a Target Development Process <i>Crostack, Alexander; Binz, Hansgeorg; Roth, Daniel</i>	5-157
Improving Generative Grammar Development and Application through Network Analysis Techniques <i>Königseder, Corinna; Stanković, Tino; Shea, Kristina</i>	5-167
Management and Visualization of Relationships Between Engineering Objects <i>Pavkovic, Neven; Martinec, Tomislav; Rohde, Danijel; Sikic, Bruno</i>	5-177
Evaluating the Need for Traceability in Product Development: A Preliminary Study <i>Koehler, Nico; Naumann, Thomas; Vajna, Sandor</i>	5-187
Building Brands Through Design: A Systematic Bibliographical Review <i>Michellini, Gustavo; Amaral, Daniel Capaldo</i>	5-197
On the Development of Visualisation Concepts as Tools in Product Design <i>Gebhardt, Nicolas; Krause, Dieter</i>	5-205
Evaluation of Clay Modelling and Surfacing Cycles From Designers Perspective <i>Chandra, Sushil</i>	5-215
Determining the Similarity of Products Using Pairwise Comparisons and Eye Tracking <i>Boa, Duncan R; Ranscombe, Charlie; Hicks, Ben</i>	5-225
The Value of Prototypes in the Early Design and Development Process <i>Isa, Siti Salwa; Liem, Andre; Steinert, Martin</i>	5-235
An Automated Function Decomposition Method Based on a Formal Representation of Solid Material's Shape <i>Yuan, Lin; Zhang, Zhinan; Liu, Yusheng</i>	5-243
A Bayesian Network Approach to Improve Change Propagation Analysis <i>Lee, Jihwan; Hong, Yoo S.</i>	5-253
Digital Intermediary Objects: The (Currently) Unique Advantage of Computer-Supported Design Tools <i>Guerra, Andrea Luigi; Gidel, Thierry; Vezzetti, Enrico</i>	5-265
An Approach to the Property-Based Planning of Simulations <i>Reitmeier, Jochen; Chahin, Abdo; Paetzold, Kristin</i>	5-275
Applying Matrix-Based Methods for Improving User Experience of a Driver Advisory System <i>Michailidou, Ioanna; Diergarten, Lorenz; Lindemann, Udo</i>	5-287
Eco-Evaluation of Technical Systems in the Conceptual Phase <i>Midžić, Ida; Štorga, Mario; Marjanović, Dorian</i>	5-299

Designing of Hybrid Joints at the Early Embodiment Design Stage <i>Kellermeyer, Markus; Klein, Daniel; Wartzack, Sandro</i>	5-309
Extension of the Lightweight Design Thinking Tools for the Application on More Complex Problems <i>Posner, Benedikt; Binz, Hansgeorg; Roth, Daniel</i>	5-319
A Methodical Approach to Model and Map Interconnected Decision Making Situations and their Consequences <i>Luft, Thomas; Schneider, Samuel; Wartzack, Sandro</i>	5-329
Using Balance Variables to Describe System Interfaces and Assess In-Progress Designs <i>Salustri, Filippo Arnaldo; Rogers, Damian</i>	5-341
Real-Time Product Recovery Decision Making Algorithm for Sustainability <i>Kanchanasri, Passaporn; Moon, Seung Ki; Ng, Gary Ka Lai</i>	5-351

VOLUME 6: Proceedings of the 20th International Conference on Engineering Design (ICED15)

DESIGN METHODS AND TOOLS – PART 2

A Visual Interface Diagram for Mapping Functions in Integrated Products <i>Ingerslev, Mattias; Jespersen, Mikkel Oliver; Göhler, Simon Moritz; Howard, Thomas J.</i>	6-1
How to Define a Sustainability Design Space <i>Hallstedt, Sophie</i>	6-11
Highlighting the Importance of Testing in the Product Development Process <i>Tahera, Khadija; Eckert, Claudia; Earl, Chris</i>	6-21
Rerouting Failure Flows Using Logic Blocks in Functional Models for Improved System Robustness: Failure Flow Decision Functions <i>Short, Adam R.; Van Bossuyt, Douglas Lee</i>	6-31
Integrated Approach for Efficient Tolerance Optimization on Sheet Metal Parts <i>Litwa, Frank; Gottwald, Martin; Vielhaber, Michael</i>	6-41
An Approach to Analysing Interface Uncertainty Using the Contact and Channel Model <i>Freund, Tillmann; Kloberdanz, Hermann; Lotz, Julian; Würtenberger, Jan</i>	6-53
A Robust Design Applicability Model <i>Ebro, Martin; Krogstie, Lars; Howard, Thomas J.</i>	6-63
Measuring Functional Robustness With Network Topological Robustness Metrics <i>Haley, Brandon; Dong, Andy; Tumer, Irem</i>	6-75
Design Roadmapping: Challenges and Opportunities <i>Kim, Euiyoung; Yao, Shun; Agogino, Alice Merner</i>	6-85
Avoiding Resonant Frequencies in a Pipeline Application by Utilising the Concept Design Analysis Method <i>Khamuknin, Alexander; Bertoni, Marco; Eres, Murat Hakki</i>	6-95
Introduction of a Computational Approach for the Design of Composite Structures at the Early Embodiment Design Stage <i>Klein, Daniel; Malezki, Waldemar; Wartzack, Sandro</i>	6-105
Assessing the Differences Between Numerical Methods, CAD Evaluations and Real Experiments for the Assessment of Reach Envelopes of the Human Body <i>Delangle, Mathieu; Petiot, Jean-François; Poirson, Emilie</i>	6-115
Efficient Design Evaluation Through the Combination of Numerical and Physical Computations <i>Foehr, André G. C.; Stücheli, Marius; Meboldt, Mirko</i>	6-125
Simultaneous Optimisation: Strategies for Using Parallelization Efficiently <i>Wünsch, Andreas; Jordan, André; Vajna, Sándor</i>	6-133

Stack-Up Analysis of Statistical Tolerance Indices for Linear Function Model Using Monte Carlo Simulation <i>Otsuka, Akimasa; Nagata, Fusaomi</i>	6-143
Taking Into Account the Change of Geometry in System Simulation Processes <i>Mauser, Kristian; Breitsprecher, Thilo; Hasse, Alexander; Wartzack, Sandro</i>	6-153
Functional Assembly Using Synaptic Networks: Theory and a Demonstration Case Study <i>Mavrikas, Georgios; Spitas, Vasilios; Spitas, Christos</i>	6-163
Integrating the Ability for Topology Optimization in a Commercial CAD-System <i>Schmelcher, Johannes; Stetter, Ralf; Till, Markus</i>	6-173
Concept and Application of Automatic Part-Recognition with Artificial Neural Networks for FE Simulations <i>Spruegel, Tobias C.; Wartzack, Sandro</i>	6-183
Simulation Ready CAD-Models as a Means for Knowledge Transfer Between Technology Development and Product Development <i>Johansson, Joel; André, Samuel; Elgh, Fredrik</i>	6-195
Definition of the Collaborative Simulation System (CM&SS) from a Systemic Perspective in Vehicle Industry Context <i>Roa Castro, Laura; Stal-Le Cardinal, Julie</i>	6-205
Graphical Support Adapted to Designers for the Selection of an Optimal Solution in Design By Shopping <i>Abi Akle, Audrey; Minel, Stéphanie; Yannou, Bernard</i>	6-215
Heterogeneous Simulated Annealing Teams: An Optimizing Search Algorithm Inspired by Engineering Design Teams <i>McComb, Christopher; Cagan, Jonathan; Kotovsky, Kenneth</i>	6-225
Feature Based Interpretation and Reconstruction of Structural Topology Optimization Results <i>Stangl, Thomas; Wartzack, Sandro</i>	6-235
From Simulation to Invention, Beyond the Pareto-Frontier <i>Dubois, Sebastien; Lin, Lei; De Guio, Roland; Rasovska, Ivana</i>	6-245
Design for Scalability and Strength Optimisation for Components Created Through FDM Process <i>Qureshi, A.J.; Mahmood, Shahrain; Wong, W.L.E.; Talamona, Didier</i>	6-255
Fairness and Manipulation: An Empirical Study of Arrow's Impossibility Theorem <i>McComb, Christopher; Goucher-Lambert, Kosa; Cagan, Jonathan</i>	6-267
Proposal of a Framework for Characterizing Virtual Collectives in the Engineering Design Field <i>El Badawi El Najjar, Rachad; Blanco, Eric; Pourroy, Franck; Prudhomme, Guy; Maussang-Detaille, Nicolas</i>	6-277

**Bridging the ‘Valley of Death’ in Product Development:
A Case Study of the Drill Cover Project**
Gheorghe, Florin; Hodgson, Antony J.; Van Der Loos, H.F. Machiel 6-287

Interactive Immersive Engineering System for Distant Collaboration
Fechter, Marius; Damgrave, Roy Gerhardus Johannes; Wartzack, Sandro 6-297

**Subject Lines as Sensors: Co-Word Analysis of Email to Support
the Management of Collaborative Engineering Work**
*Jones, Simon L.; Payne, Stephen J.; Hicks, Ben J.; Gopsill, James A.;
Snider, Chris; Shi, Lei* 6-307

**VOLUME 7: Proceedings of the 20th International Conference
on Engineering Design (ICED15)**

**PRODUCT MODULARISATION AND ARCHITECTURE, SYSTEMS ENGINEERING,
PRODUCT-SERVICE SYSTEMS**

PRODUCT MODULARISATION AND ARCHITECTURE

Assessing Modularisation Transition with Metrics <i>Heilemann, Markus; Steve, Culley; Meike, Schlueter; Vera, Lindemer</i>	7-1
Cost Prognosis of Modular Product Structure Concepts <i>Ripperda, Sebastian; Krause, Dieter</i>	7-13
Towards Product Platform Introduction: Optimising Commonality of Components. <i>Zapico, Miguel; Eckert, Claudia; Jowers, Iestyn; Earl, Christopher</i>	7-23
Structuring Perceived Quality Attributes for Use in the Design Process <i>Stylidis, Konstantinos; Landahl, Jonas; Wickman, Casper; Johannesson, Hans; Söderberg, Rikard</i>	7-33
Towards a Decision Support Framework for System Architecture Design <i>Ben Hamida, Sonia; Jankovic, Marija; Callot, Martine; Monceaux, Anne; Eckert, Claudia</i>	7-43
Framework for Diagnosing Standardization Potential in Current Product Range <i>Chandra, Sushil</i>	7-53
Conceiving Modular Solutions in Early Conceptual Design Activities <i>Fiorineschi, Lorenzo; Rotini, Federico; Rissone, Paolo</i>	7-63
Platform Concept Development within the Integrated PKT-Approach <i>Kruse, Moritz; Ripperda, Sebastian; Krause, Dieter</i>	7-73
A Revision of Product Architecture Design for Multi-Modal Products <i>Liu, Cong; Hildre, Hans Petter; Zhang, Houxiang; Rølvåg, Terje</i>	7-83
The Impact of Criteria in System Architecture Selection: Observation from Industrial Experiment <i>Moullec, Marie-Lise; Jankovic, Marija; Eckert, Claudia</i>	7-93
Portfolio Management for Electric Drives in Powertools at Hilti: Challenges and Solution Approaches <i>Ponn, Josef</i>	7-105
An Engineering Design Approach to Lithium-Ion Cells - Modular Kit Configuration for an Innovative Technology Application <i>Tscheck, Matthias; Vietor, Thomas</i>	7-115
Developing an Objective Formulation for Motorcycle Architecture <i>Chandra, Sushil</i>	7-125
Brownfield Process for the Rationalisation of Existing Product Variety Towards a Modular Product Family <i>Pakkanen, Jarkko; Juuti, Tero; Lehtonen, Timo</i>	7-135

Index-Based Metrics for the Evaluation of Effects of Custom Parts on the Standardization of Mechanical Systems	
<i>Sinigalias, Pavlos Christoforos; Dentsoras, Argyris</i>	7-145
Design for Embodiment through Smart Archives	
<i>Rosa, Francesco; Viganò, Roberto; Rovida, Edoardo</i>	7-155
Exploratory Research about the Customization or Personalization of Assistive Products for Walking	
<i>Gois, Marcel; Thomann, Guillaume; Autreau, Jeremiah</i>	7-165
Product Architecture Design Methodology for Developing Standardized Modules	
<i>Thumm, Benjamin Roland; Göhlich, Dietmar</i>	7-175
Sustainability of Modular Product Families	
<i>Bahns, Tammo; Beckmann, Gregor; Gebhardt, Nicolas; Krause, Dieter</i>	7-185
Higher Order Interactions: Product and Configuration Study on DSM Saturation	
<i>Phelan, Keith; Summers, Joshua David; Pearce, Brian; Kurz, Mary E.</i>	7-195
Harnessing Social Media and Cloud-Computing Technologies for Co-Design in Open Collaborative Innovation: The Case of 24 Hours of Innovation	
<i>Jimenez-Narvaez, Luz-Maria; Dalkir, Kimiz; Gelinas, Valerie; Gardoni, Mickael</i>	7-207
 SYSTEMS ENGINEERING	
An Algorithm for Behaviour Prediction of Complex Technical Systems	
<i>Osman, Krešimir; Štorga, Mario; Marjanović, Dorian</i>	7-217
Cost-Benefit Analysis in Model-Based Systems Engineering: State of the Art and Future Potentials	
<i>Eigner, Martin; Huwig, Christian; Dickopf, Thomas</i>	7-227
Improving Order Fulfillment Processes with MBSE	
<i>Westermann, Thorsten; Anacker, Harald; Dumitrescu, Roman</i>	7-237
Industrial Application of a Mechatronic Framework	
<i>Torry-Smith, Jonas Mørkeberg; Mortensen, Niels Henrik; Ploug, Ole; Achiche, Sofiane</i>	7-247
 PRODUCT-SERVICE SYSTEMS	
A Tool for Facilitating Semantic Reframing of Service Design Insight Discovery	
<i>Yuan, Soe-Tsyr Daphne; Hsieh, Pei-Kang</i>	7-259
A Model to Describe use Phase of Socio-Technical Sphere of Product-Service Systems	
<i>Hollauer, Christoph; Venkataraman, Srinivasan; Omer, Mayada</i>	7-271
Potential of Nature-Inspired Approach for Organisation Design in Product-Service System	
<i>Kim, Sojung; Baek, Joon Sang</i>	7-281

Product-Service System (PSS) Design Process Methodologies: A Systematic Literature Review	
<i>Mendes, Glauco H. S.; Oliveira, Maicon Gouvea; Rozenfeld, Henrique; Marques, Caio Augusto Nunes; Costa, Janaina Mascarenhas Hornos</i>	7-291
Facilitating Industrial Adoption of Design Methods for Product-Service Systems	
<i>Matschewsky, Johannes; Lindahl, Mattias; Sakao, Tomohiko</i>	7-301
An Exploratory Study to Evaluate the Practical Application of PSS Methods and Tools Based on Text Mining	
<i>Marques, Caio Augusto Nunes; Matsuno, Ivone Penque; Sinoara, Roberta Akemi; Rezende, Solange Oliveira; Rozenfeld, Henrique</i>	7-311
Product-Service Systems Representation and Repository for a Design Support Tool	
<i>Kim, Yong Se; Kim, Sohui; Roh, Eunrae</i>	7-321

VOLUME 8: Proceedings of the 20th International Conference on Engineering Design (ICED15)

INNOVATION AND CREATIVITY

INNOVATION

Risk and Innovation Balance in Crowdfunding New Products <i>Song, Chaoyang; Luo, Jianxi; Hölttä-Otto, Katja; Seering, Warren; Otto, Kevin</i>	8-1
Open Design Platforms for Open Source Product Development: Current State and Requirements <i>Bonvoisin, Jérémy; Boujut, Jean-François</i>	8-11
How to Search for Open Innovation Partners? <i>Guertler, Matthias R.; Von Saucken, Constantin; Schneider, Maria; Lindemann, Udo</i>	8-21
Open Innovation Ecosystem: Towards Collaborative Innovation <i>Böhmer, Annette Isabel; Lindemann, Udo</i>	8-31
Using Crowds in Engineering Design – Towards a Holistic Framework <i>Panchal, Jitesh H</i>	8-41
Supporting Need Seeker Innovation: The Radical Innovation Design Methodology <i>Yannou, Bernard</i>	8-51
Design Innovation for Societal and Business Change <i>Thurgood, Clementine; Dorst, Kees; Bucolo, Sam; Van Der Bijl-Brouwer, Mieke; Vermaas, Pieter</i>	8-61
Socio-Technical Design for Resilience: A Case Study of Designing Collaborative Services for Community Resilience <i>Baek, Joon Sang</i>	8-71
The Role of Ambiguity and Discrepancy in Early Phases of Innovation <i>Laursen, Linda Nhu; Tollestrup, Christian</i>	8-81
Innovative and Sustainable Design: Perceptions of Experts <i>Telenko, Cassandra; Wood, Kristin</i>	8-91
Design Methodology Applied for Product Innovation in a Multi-Disciplinary Project – A Case Study <i>Almefelt, Lars; Claesson, Anders</i>	8-101
A New Knowledge Sourcing Framework to Support KBE Development <i>Quintana-Amate, Santiago; Bermell-Garcia, Pablo; Balcazar, Luis; Tiwari, Ashutosh</i>	8-111
An Idea Generation Method for the Late Phases of Engineering Design <i>Meyer, Andreas Wilhelm; Wunsch, Andreas; Vajna, Sándor; König, Oliver</i>	8-121
The Characteristics of Excellent Designers – Findings from an Interview Study with Swedish Innovators <i>Axelsson, Louise; Blome, Simon; Nourbarpour, Dennis; Nänzen, Johan; Yvonne, Platon; Malmqvist, Johan Lars</i>	8-131

Idea Development and its Constituting Elements	
– An Empirical Investigation	
<i>Karlsson, Anna</i>	8-141
Design Driven Innovation – Minimum Viable Products for Local	
Entrepreneurship In Nepal	
<i>Keitsch, Martina Maria</i>	8-151
A Water Saving Solution with a TRIZ Based Method	
<i>Russo, Davide; Spreafico, Christian; Mores, Nicola</i>	8-163
Production Innovation in Manufacturing Firms:	
The Case of Swedish SMEs	
<i>Viveros-Eulogio, Brenda; Öhrwall Rönnbäck, Anna; Ramirez-Portilla, Andres</i>	8-173
Investigation and Support of Evolutionary Design	
<i>Stetter, Ralf; Möhringer, Stefan; Günther, Joachim; Pulm, Udo</i>	8-183
A Model of Idea Evaluation and Selection for Product Innovation	
<i>Stevanovic, Milan; Marjanovic, Dorian; Storga, Mario</i>	8-193
A Method Model for Distinguishing and Selecting Open Innovation Methods	
<i>Von Saucken, Constantin; Gürtler, Matthias; Schneider, Maria; Lindemann, Udo</i>	8-203
The Implementation of Innovation Metrics: A Case Study	
<i>Benaim, Andre; Elfsberg, Jenny; Larsson, Tobias C.; Larsson, Andreas</i>	8-213
Innovation Ambidexterity in Medium Size Enterprises	
<i>Lavayssière, Pierre; Blanco, Eric; Le Dain, Marie-Anne; Chévrier, Pierre</i>	8-225
Enabling Front End of Innovation in a Mature Development Company	
<i>Broennum, Louise; Clausen, Christian</i>	8-235
Inverse Technology C-K in Environment C-K to Overcome Design Fixation	
<i>Jean, Fabien; Le Masson, Pascal; Weil, Benoît</i>	8-245
Maslow Meets the Stonecutter	
<i>Winkelman, Paul Martin</i>	8-255
Design Acumen	
<i>Petersen, Søren Ingomar</i>	8-265
Formulations of Paradigms of Technical Inheritance	
<i>Mozgova, Iryna; Lachmayer, Roland; Gottwald, Philipp</i>	8-271
The Impact of Design Methods on The Creativity of 1st-Year	
Engineering Student Projects: The Case Of Computer Programming	
<i>Beghelli, Alejandra; Prieto, Pablo</i>	8-279
Fusion of Old and New, Creativity In Educational and Historical Way:	
Board Game with Servicescape Concept in Taipei Tech University Town.	
<i>Wang, Sheng-Ming; Huang, Chieh Ju</i>	8-289
Reggio Emilia Engineering Education	
<i>Vignoli, Matteo; D'Onghia, Francesco</i>	8-297

CREATIVITY

**Supporting Idea Generation through Functional Decomposition:
An Alternative Framing for Design Heuristics**
Gray, Colin M.; Yilmaz, Seda; Daly, Shanna; Seifert, Colleen M.; Gonzalez, Richard 8-309

**A Cross-Functional Approach for the Fuzzy Front End: Highlights
from a Conceptual Project**
Figueiredo, João Filipe; Correia, Nuno C.; Ruivo, Inês Secca; Alves, Jorge Lino 8-319

Strategies to Employ Social Networks in Early Design Phases (Idea Generation)
Escandon-Quintanilla, Ma-Lorena; Jimenez-Narvaez, Luz-Maria; Gardoni, Mickael 8-329

**Modulation of Ambiguity, A Cognitive Function of Representations
During Idea Generation**
Kasatkina, Olga; De Vries, Erica; Masclat, Cédric; Boujut, Jean-François 8-339

Using Idea Materialization to Enhance Design Creativity
Georgiev, Georgi V.; Taura, Toshiharu 8-349

Creativity Tool Selection for Design Engineers in Idea Generation.
Yan, Yanliuxing; Childs, Peter R N 8-359

Inspirational Design Briefing Performance
Petersen, Søren Ingomar; Joo, Jaewoo; Takahashi, Shelley 8-371

**Evaluation Method which Promote Creativity: Case Study about
Ergonomic Design in Pointing Devices**
Namayandegi, Mohammad Hossein 8-379

**VOLUME 9: Proceedings of the 20th International Conference
on Engineering Design (ICED15)**

**USER-CENTRED DESIGN
DESIGN OF SOCIO-TECHNICAL SYSTEMS**

USER-CENTRED DESIGN

Empathic-Design Assisted by the Kano Method – A Human-Centered
Design Method for Medical Devices Considering Patients
Ahrens, Martin; Hehenberger, Peter9-1

Navigation System Based on Humane Engineering for Wheelchair Users
Nagai, Yukari; Kihara, Hironori9-11

A Capability Approach Based Stakeholder Analysis for the Base
of the Pyramid: A Case Study Of The Firewood Based Cook-Stoves
Khadilkar, Pramod Ratnakar; Mani, Monto9-23

User Involvement in Product Design Practices: A Case Study
on Technologies for Older Adults
Lee, Chaiwoo; Coughlin, Joseph F.9-33

Inclusive Design; From Physical to Psychosocial - A Literature Analysis
Toward a Definition of Psychosocial Dimensions in Design
Lim, Yonghun; Dr. Nickpour, Farnaz9-45

Description of a Competence Oriented Approach for Designing
Technical Assistance Systems
Walter, Johanna; Paetzold, Kristin; Nitsch, Verena9-57

Design Towards Better Life Experience: Closing the Gap between
Pharmaceutical Packaging Design and Elderly People
Carli Lorenzini, Giana; Olsson, Annika9-65

Design for Assistive Technology Applications: Usefulness of Re-Use?
*Walsh, Edwin Peter; Daems, Walter; Steckel, Jan;
Peremans, Herbert; Baelus, Christiaan*9-77

Dynamic Products: An Instrument for Saving Resources. Improve User's
Awareness through Designing Product Experiences.
Bergamaschi, Sara9-87

A Study on Consumer Trend and Service Innovation in Korean Market
Ahn, Kyungmi; Kim, Kee-Ok; Sung, Hyunjin9-97

Behaviour-Attentive Prototyping of a Design and Simulation
System for IC Chambers
*Hou, Yuemin; Horvath, Imre; Rusak, Zoltan; Ji, Linhong;
Sun, Yunchun; Lin, Jia*9-109

Identifying the Factors to Influence Product Attachment
through Product Fandom Phenomenon
Bae, Jieun; Kim, Chajoon9-119

Experimental Setup for Visual and Tactile Evaluation of Materials and Products through Napping® Procedure <i>Faucheu, Jenny; Caroli, Antonio; Del Curto, Barbara; Delafosse, David</i>	9-129
Product Design of Novel Technology-Based Products	
- The Importance of Users	
<i>Sampaio, Álvaro M.; Pontes, António J.</i>	9-139
How Does Expectation Change Perception? : A Simulation Model of Expectation Effect	
<i>Yanagisawa, Hideyoshi; Mikami, Natsu</i>	9-149
Towards Improvement of Interaction Aesthetics of Mobile Music Listening Journeys	
<i>Sen, Güzin; Sener, Bahar</i>	9-159
Collective Brand Imagery Weave: Connecting Brand Values to Product Characteristics using Physical Complex Installation	
<i>Mulder-Nijkamp, Maaikje; Chueng-Nainby, Priscilla</i>	9-169
Aiding Designers to Make Practitioner-Like Interpretations of Life Cycle Assessment Results	
<i>Uchil, Praveen; Chakrabarti, Amaresh; Fantke, Peter</i>	9-179
A Model of Lost Habits: Towards a Strategy to Improve the Acceptance of Product Service Systems	
<i>Schotman, Hendrikus; Ludden, Geke D.S.</i>	9-189
Integration of User Knowledge across the Lifecycle of Integrated Product-Service Systems – An Empirical Analysis of the Relevance for PSS Development and Management	
<i>Schmidt, Danilo Marcello; Preißner, Stephanie; Hermosillo Martínez, José Alonso; Quiter, Michael; Mörtl, Markus; Raasch, Christina</i>	9-199
An Investigation of Diet Apps for Enhancing People’s Health and Wellbeing.	
<i>Tuna, Nur Nagihan; Şener, Bahar</i>	9-209
The Shape of Light: An Interactive Approach to Smart Materials	
<i>Piselli, Agnes; Garbagnoli, Paola; Cavarretta, Giorgia; Del Curto, Barbara</i>	9-219
HCI/HMI Pleasure: Push Your Buttons	
<i>Wendrich, Robert E.</i>	9-229
Principles for Designing for Perception	
<i>Perez Mata, Marta; Ahmed-Kristensen, Saeema</i>	9-239
The “Ideal” User Innovation Toolkit - Benchmarking and Concept Development	
<i>Roth, Michael; Harmeling, Jonas; Michailidou, Ioanna; Lindemann, Udo</i>	9-249
A V-Model for More. An Inclusive Design Model Supporting Interaction Between Designer and User.	
<i>lelegems, Elke; Herssens, Jasmien; Vanrie, Jan</i>	9-259
Integration of End-User Needs into Building Design Projects: Use of Boundary Objects to Overcome Participatory Design Challenges	
<i>Latortue, Xavier; Minel, Stéphanie; Pompidou, Stéphane; Perry, Nicolas</i>	9-269

Photography - A New Tool in Needfinding <i>Wulvik, Andreas; Balters, Stephanie; Steinert, Martin</i>	9-279
Integration of Universal Design Principles into Early Phases of Product Design - A Case Study <i>Kett, Susan Gretchen; Wartzack, Sandro</i>	9-289
The Role of the Inner Child in Process of Decision Making for Product Selection <i>Sepahpour, Ghazaleh</i>	9-301
Analysis of the Perception of Future Designers about Usage Scenario Integration In Product Design (SIPD) <i>Royo, Marta; Mulet, Elena; Galán, Julia; Felip, Francisco; García-García, Carlos</i>	9-311
Designed for, with, and by Kids. Integrating Children's Approach into Design Teaching and Research Visualisation <i>Luccarelli, Martin; Di Iorio, Mariagiovanna</i>	9-321

DESIGN OF SOCIO-TECHNICAL SYSTEMS

Designing for Children's Play Ground, a Social Skills Improvement Approach <i>Sepahpour, Ghazaleh; Shahabi Haghighi, Hamid Reza; Choopankareh, Vahid</i>	9-331
Designing with Daylight; The Relationship between Daylight and Health <i>Hauge, Bettina</i>	9-341
The Design and Dimensions of Social Innovation: The Brazilian Case of the "Ecological Network" <i>Xavier, Amanda Fernandes; Naveiro, Ricardo Manfredi; Aoussat, Améziane; Mello, Carlos Henrique Pereira</i>	9-353
Effective Simplification for Logo Design <i>Chen, Chung-Yun; Cheung, Vien; Li, Dian; Cassidy, Thomas</i>	9-365

VOLUME 10: Proceedings of the 20th International Conference on Engineering Design (ICED15)

DESIGN INFORMATION AND KNOWLEDGE MANAGEMENT

Digital Support of Wiring Harness Development (Based on the 3D Master Method) <i>Neckenich, Jonas; Winter, Roland; Vielhaber, Michael</i>	10-1
Generating Hybrid Geometry Models for More Precise Simulations by Combining Parametric CAD-Models with 3D Surface Scanned Geometry Inserts <i>Katona, Sebastian; Koch, Michael; Wartzack, Sandro</i>	10-11
Visualisation of Biomechanical Stress Quantities within CAD Environments <i>Krüger, Daniel Benjamin; Wartzack, Sandro</i>	10-21
Issues in Learning Engineering Graphics Fundamentals: Shall we Blame CAD? <i>Metraglia, Riccardo; Baronio, Gabriele; Villa, Valerio</i>	10-31
Analyzing the Generative Effects of Sketches with Design Theory: Sketching to Foster Knowledge Reordering <i>Brun, Juliette; Le Masson, Pascal; Weil, Benoit</i>	10-41
A Sustainable Product Model <i>Vadoudi, Kiyam; Troussier, Nadège</i>	10-51
PLM Implementation: Case Study <i>Bojčević, Nenad; Salopek, Damir; Marjanovic, Dorian</i>	10-61
Study of the Efficiency of Product Development Teams through Combined Virtual Communities of Practice, PLM and Social Media Technologies <i>Doumit, Nancy; Fortin, Clément; Huet, Gregory</i>	10-71
PLM-MES Integration to Support Collaborative Design <i>D'Antonio, Gianluca; Sauza Bedolla, Joel; Chiabert, Paolo; Lombardi, Franco</i>	10-81
Identifying Flexible Design Opportunities: Getting from a Procedural to an Execution Model <i>Allaverdi, David; Herberg, Arne; Lindemann, Udo</i>	10-91
Crowdsourcing for Search of Disaster Victims: A Preliminary Study for Search System Design <i>Burnap, Alex; Barto, Charlie; Johnson-Roberson, Matthew; Ren, Max Yi; Gonzalez, Richard; Papalambros, Panos Y.</i>	10-103
Strength Mapping Algorithm (SMA) for Biomechanical Human Modelling Using Empirical Population Data <i>Miehling, Jörg; Wartzack, Sandro</i>	10-115
Systematic Online Lead User Identification - Case Study for Electrical Installations <i>Pajo, Sanjin; Vandevenne, Dennis; Duflou, Joost R.</i>	10-125

Visualizing The Effectiveness of Product Portfolio with Respect to Product Specifications <i>Oh, Gyesik; Kang, Chang Muk; Kang, Kilmo; Hong, Yoo S.</i>	10-133
A Strategy for Artefact-Based Information Navigation in Large Engineering Organisations <i>Jones, David Edward; Chanchevriar, Nicolas; McMahon, Chris; Hicks, Ben</i>	10-143
Visual Conjoint – From Discrete to Continuous <i>Orsborn, Seth; Cagan, Jonathan; Boatwright, Peter</i>	10-155
Integrated Value Engineering - Framework for the Application of Methods for Visualization of Information <i>Sadi, Tarek; Behncke, Florian G. H.; Maisenbacher, Sebastian; Kremer, Simon</i>	10-165
Unfolding The Design Process Architecture: A Networked Perspective on Activities <i>Parraguez, Pedro; Maier, Anja M.</i>	10-177
Data Science as a New Frontier for Design <i>Kazakci, Akin Osman</i>	10-189
Supporting the Configuration of New Product Variants by Reusing the Implicit Knowledge of Past Solutions <i>Malatesta, Marco; Cicconi, Paolo; Raffaeli, Roberto; Germani, Michele</i>	10-199
Evaluating the Effectiveness of Methods for Capturing Meetings <i>Hall, Mark John; Bermell-Garcia, Pablo; McMahon, Chris A; Johansson, Anders; Gonzalez-Franco, Mar</i>	10-209
It's Not Personal: Can Logbooks Provide Insights into Engineering Projects? <i>Snider, Chris; McAlpine, Hamish; Gopsill, James A.; Jones, Simon; Lei, Shi; Hicks, Ben</i>	10-219
An Integrated RFBSE Model for Managing and Reusing Engineering Design Knowledge <i>Qin, Hao; Wang, Hongwei; Liu, Yusheng</i>	10-231
Building a Cohesive Body of Design Knowledge: Developments from a Design Science Research Perspective <i>Cash, Phillip; Piirainen, Kalle A</i>	10-241
Knowledge Management in Customer Integration: A Customer Input Ontology <i>Füller, Kathrin; Liu, Hanxi; Böhm, Markus; Krcmar, Helmut</i>	10-251
A Proposal for Knowledge Formalization in Product Development Processes <i>Klein, Patrick; Lützenberger, Johannes; Thoben, Klaus-Dieter</i>	10-261
Analysing the Effects of Value Drivers and Knowledge Maturity in Preliminary Design Decision-Making <i>Bertoni, Alessandro; Bertoni, Marco; Johansson, Christian</i>	10-273
Identification of Knowledge and Processes in Design Projects <i>Schmidt, Danilo Marcello; Kammerl, Daniel; Schultz, Bernhard; Schenkl, Sebastian Alexander; Mörtl, Markus</i>	10-283

Knowledge Management Tools and Techniques:

Extent of use in Organizations and Support for Modularization
Stenholm, Daniel; Rossi, Monica; Bergsjö, Dag; Terzi, Sergio10-293

Proposed Evaluation of the use of K-Briefs for Knowledge Acquisition in KBE
Marthinussen, Ivar; Kalavrytinou, Christos; Sivertsen, Ole Ivar10-305

Digital Repository for Design Knowledge Reuse
Firdaus, Mochammad; Wang, Hongwei; Qin, Hao; Liu, Yusheng10-315

**Approach for Modelling Knowledge Management Solutions within
the Product Development Process using the ‘Knowledge Modeling
and Description Language’**
Laukemann, Alexander; Binz, Hansgeorg; Roth, Daniel10-325

**Design Knowledge Representation as an Integration of Functional
Knowledge Modelling and Design Structure Matrix**
Zhu, Guo-Niu; Hu, Jie; Qi, Jin; Gu, Chao-Chen; Peng, Ying-Hong10-337

Knowledge Sharing in Heterogeneous Data Context: Application in PLM
*Pham, Cong Cuong; Matta, Nada; Durupt, Alexandre;
Eynard, Benoit; Ducellier, Guillaume*10-347

**VOLUME 11: Proceedings of the 20th International Conference
on Engineering Design (ICED15)**

**HUMAN BEHAVIOUR IN DESIGN
DESIGN EDUCATION**

HUMAN BEHAVIOUR IN DESIGN

Design for Behavior Change: An Elaboration-Based Approach
to Persuasion in Product Design
Montazeri, Soodeh; Panos, Papalambros; Rich, Gonzales11-1

The Use of Multisensory Feedback to Make Users Behave
in a Sustainable Way
*Graziosi, Serena; Ferrise, Francesco; Costanzi, Alessandro Achille Maria;
Bordegoni, Monica*11-11

Support of the System Integration with Automatically Generated
Behaviour Models
Köbler, Johannes; Paetzold, Kristin11-21

Technology-Supported Design Research
Thoring, Katja; Mueller, Roland M.; Badke-Schaub, Petra11-31

Moving Targets: How Consumers Change Value Systems through
Interaction with Designed Products and Other Consumers
Thomas, Russell C.; Gero, John S.11-41

Developing a Framework of New Mixed Method, Social Networking
Services Group Diary and its Application in Practice
Bae, Jieun; Cho, Kwangmin; Kim, Chajoong11-51

Physiologically Based Segmentation of Design Protocol
Nguyen, Philon; Nguyen, Thanh An; Zeng, Yong11-61

Surprise as a Situated Phenomenon
Becattini, Niccolo; Borgianni, Yuri; Cascini, Gaetano; Rotini, Federico11-71

Creativity Intervention: Using Storytelling and Math Problems as Intervening
Tasks for Inducing Incubation
Al-Shorachi, Evan; Sasasmit, Koonlada; Gonçalves, Milene11-81

Influence of Information Collection Strategy in Problem Formulation
on Design Creativity through Mental Stress: A Theoretical Analysis
Wang, Xiaoying; Nguyen, Thanh An; Zeng, Yong11-91

Developing a Computational Framework to Study the Effects of
Use of Analogy in Design on Team Cohesion and Team Collaboration
Singh, Vishal; Casakin, Hernan11-101

Exploring Problem Decomposition in Design Team Discussions
Tobias, Connor; Herrmann, Jeffrey W.; Gralla, Erica11-111

Physiology and Sensorial Based Quantification of
Human-Object Interaction – The QOSI Matrix
Balters, Stephanie; Bisballe Jensen, Matilde; Steinert, Martin11-121

Provoking Iterations in Ideation Workshops – An Explorative Study <i>Heck, Johannes; Steinert, Martin; Meboldt, Mirko</i>	11-133
Novice Engineers’ Predisposition to Compassionate Design <i>Seshadri, Priya; Reid, Tahira</i>	11-143
Dynamically Capturing Engineering Team Interactions with Wearable Technology <i>Sjöman, Heikki; Steinert, Martin; Kress, Greg; Vignoli, Matteo</i>	11-153.
Design Questions for Life: Connecting Engineering Design, Appreciative Inquiry, and Other Question-Based Models <i>Lilja, Johan; Hansen, David; Richardsson, Daniel</i>	11-163
The Influence of Different Media Instructions on Solving a Procedural Task <i>Chirumalla, Koteswar; Eriksson, Yvonne; Eriksson, Pelle</i>	11-173
A Sensor Design and Data Analysis for Automatic Drum Beater Winding <i>Zhao, Yuchen; Johnson, Teegan; Goh, Yee Mey</i>	11-183
Barriers to Hinder Collaboration within Product Development Teams from Designers’ Perspective and the Development of a Method to Facilitate the Collaboration <i>Kim, Yeonghun; Kim, Chajoong; Cho, Kwangmin; Kim, Kwanmyung</i>	11-193
A Comparative Study on the Role of Models and Prototypes in Human-Centered Design Versus Design-Driven Innovation Approaches <i>Isa, Siti Salwa; Liem, Andre</i>	11-203
Design As the Resolution of Paradoxes: An Exploratory Study <i>Morgan, Thea; McMahon, Chris</i>	11-215

DESIGN EDUCATION

Academic Design <i>Koskinen, Ilpo K; Dorst, Kees</i>	11-227
Guidelines for Competence Assessment in Engineering Education an Implementation in Project Nusal <i>Albers, Albert; Butenko, Viktoriia; Breitschuh, Jan; Walter, Benjamin; Drechsler, Sandra; Burkardt, Norbert</i>	11-235
A Case Study Exploring the Use of Journals to Support Student Engagement <i>Born, Werner Christian; Schmidt, Linda Catherine</i>	11-245
New Approaches to Teaching Design for Additive Manufacturing <i>Junk, Stefan; Matt, Rebecca</i>	11-257
Do High School Students Benefit from Pre-Engineering Design Education? <i>Kannengiesser, Udo; Gero, John; Wells, John; Lammi, Matthew</i>	11-267
Concept and Structure of a New Master-Programm “Systems Engineering” <i>Paetzold, Kristin; Roger, Förstner; Clara, Tillmanns</i>	11-277
New Ways in Education with Shape Design <i>Heimrich, Felix; Anderl, Reiner</i>	11-287

A Design Course Combining Aesthetics and Engineering Knowledge in PBL Style	
<i>Chang, Hsiang-Tang</i>	11-297
Advanced Business Coaching Approach in Combination with Systemic Constellation Work to Improve the Business Engineering Process	
<i>Burchardt, Carsten</i>	11-307
Understanding the Characteristics Between Design and Non-Design Background Students in Product Development Process and its Implications	
<i>Kim, Chajoong; Kim, Yeonghun</i>	11-319
Interdisciplinary Learning through Design Activities Uniting Fundamentals of Engineering Curriculum	
<i>Fu, Katherine Kai-Se; Tan, U-Xuan; Teo, Tee Hui; Soh, Gim Song; Wood, Kristin L.</i>	11-329
Design Learning Mind-Sets	
<i>Hamat, Basyarah; Badke-Schaub, Petra; Eris, Ozgur</i>	11-341
Applying a Combined User-Centred Design Approach to Assistive Shopping Trolley Development in Design Education	
<i>Mengoni, Maura; Bevilacqua, Roberta; Peruzzini, Margherita</i>	11-351