

CONTENTS

Asian Society

- Tailor-made Strategy, Transformation of Hotel Stay Experience in Asia **1**
Cipher Mak
- Lifestyle and House Form, the Case of Aramco Houses under Home Ownership in Dhahran **7**
Feryal F Al-Kurdi
- Designing Pleasurable Customer Experiences in Meal Ordering Services **12**
Shu-Shiuan Ho, Fu-Qu Cherng and Tung-Jung Sung

Health and Wellbeing

- Development of ECG And EMG Signals-based Interface System For Physiological Device **18**
Amirah Hazimah Abdul Majid, Mohd Azizi Abdul Rahman, Saiful Amri Mazlan and Hairi Zamzuri
- Activity Design and Healthcare Service Design Classification **24**
Kumiko Suzuki and Yong Se Kim
- Requirement for Real-Time Water Emulsion Fuel Supply System (RTES) Concept Design **30**
Nurul Aiyshah Mazlan, Hasannuddin Abd Kadir, Zahari Mohamad and Wira Jazair Yahya

Product-service Systems Design

- Service Classification to Support Planning Product-Service Systems **34**
Danilo M Schmidt, Oliver Malaschewski, Matthias Jaugstetter and Markus Mörtl
- Design a Management System for P&G LWC **40**
Yongliang Cheng
- Product Service System Design **45**
Ivo Dewit

Materials and Topology Design

- Design Analysis of Base Isolator Utilizing Magnetorheological Elastomer based Epoxidized Natural Rubber **51**
Muntaz Hana Ahmad Khairi, Saiful Amri Mazlan, Ku Zarina Ku Ahmad, Ubaidillah, Nurul Ain Abd Wahab and Siti Aishah Abdul Aziz
- Incorporation of Carbon Nanotubes Into Magnetorheological Elastomers Material **57**
Siti Aishah Abdul Aziz, Ubaidillah, Saiful Amri Mazlan, Nik I Nik Ismai and Muntaz Hana Ahmad Khairi
- Insights on Automated Design using Topology Optimization and Its Implications on Tangible Design **62**
Mark Christian E Manuel and Po Ting Lin

Product-service Systems Design

- Servitization Processes Characteristics of Product-Service Systems Design for Business Innovation **67**
Yong Se Kim and Hee Ju Lee
- A Representation Framework of Product-Service Systems **73**
Yong Se Kim and Jihoon Kim
- Product-Service Systems for Increasing Customer Acceptance Concerning Perceived Complexity **77**
Danilo M Schmidt and Markus Mörtl

Interaction Design

- A hybrid ANFIS-NSGA II Approach to Modelling Customer Satisfaction for Affective Design **83**
Huimin Jiang and C K Kwong
- The Application of Cognitive Interview in the Questionnaire Design of the Users' Analyses **89**
Hou Wen-jun and Zhao Wei-zhong

Design, Development and Validation of Electromagnetic Apparatus for Compression Test Magnetorheological Elastomers Ubaidillah Ubaidillah, Harjana I Yahya, S A Mazlan and J Sutrisno	94
Design for Business	
Managing Design in High Growth Manufacturing Industry Xihui Liu	100
Marketing Service Design for a Posture Assistive Device Manufacturer Eun Rae Ro, Jucy Moon and Yong Se Kim	106
Approaches to Infringement Risk Evaluation of Patent Products for Design-Around Hsiang-Tang Chang, Yi-Ching Hsieh and Yuan-Po Yang	110
Green Safe Transport	
Application of Plasma Actuator in Aircraft Li Chak Hong, Rong Qiaogengyun, Chen Zhong Zheng and Hsu Huei Shin	115
Determination of Characteristics for Real-Time Water Emulsion Fuel Supply System (RTES) Concept Wira Jazair Yahya, Ahmad Muhsin Ithnin, Hirofumi Noge and Tsuyoshi Koga	119
Effect of Water Percentage and Water Droplet Size of Emulsion Fuel Made Without Surfactant on Diesel Engine Performance and Emissions Nuur Azzalia Ruzi, Mohamad Azrin Ahmad, Muhammad Aiman Abu Bakar and Wira Jazair Yahya	125
Asian Lifestyle	
The Semiotics Approach to Chinese Kitchen System Architecture Design Base on the Cooking Activity Fei Hu, Xi Zhang and Xipeng Shen	129
Asian Social Process of Creativity: A Case in Architectural Education Context Jeff WT Kan	135
Shigeru Ban's Japanese Traditions Inspired Humanitarian Architecture—And Its Sustainable Practices Julija Naskova	140
Affect and Experience	
Quantitative Measure of Operator's Experience Based on Gaze Fixation: A Preliminary Study Jouh Yeong Chew, Koichi Ohtomi and Hiromasa Suzuk	146
Design for Asia	
Discovering Effective Designer-User Interaction Protocols in the Design Process Jaehyun Park	151
Service Design for the 'Street Food' in Shanghai—in the context of the ecological urbanism Gao Bo	157
Integration of Multiple Scenario Hypotheses for Scenario Simulation Hitoshi Komoto, Yusuke Kishita, Shinsuke Kondo and Keijiro Masui	162
Business	
Project MIECO Cipher Mak	167
The Creativity Gap in Chinese Knitwear Industry Xin Zhang, Colin Gale and Claudia Eckert	173
A New Approach for Multi-view Reconstruction of Complex Shapes Juliana MY Tam, Sun and Yu	179