University of Cincinnati

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I, Longjuan Liang, hereby submit this original work as part of the requirements for the degree of Master of Design in Design.

It is entitled:
An Interactive Digital Tool to Foster Inspiration from Traditional Cultural Tangible Expression

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This work and its defense approved by:

Committee chair: Peter Chamberlain, M.F.A., M.Phil.

Committee member: Katie Parker,
An Interactive Digital Tool to Foster Inspiration from Traditional Cultural Tangible Expression

A thesis submitted to the Graduate School of the University of Cincinnati in partial fulfillment of the requirements for the degree of Master of Design in the School of Design of the College of Design, Architecture, Art, and Planning

By

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ABSTRACT

Getting inspiration from Traditional Cultural Tangible Expression (TCTE) is a trend for global modern design. On the one hand, these designs are familiar and fresh to people, and on the other hand, they are slowing the disappearance of surviving TCTE and allowing more people all over the world to understand TCTE. However, most people are still not aware of TCTE, and with limited resources about TCTE, designers are getting only limited inspiration. The main challenge is the lack of knowledge and the difficulty of reaching out to tradesmen. Also, the traditional ways to access resources about TCTE are tiresome and inefficient. This thesis proposes to use an interactive digital tool to help designers get high quality TCTE resources, using an effective methodology, and developing connections in interesting ways. The result is a web-based tool and mobile application.

Keywords: Traditional Cultural Tangible Expression / Inspiration / Interactive Tool
ACKNOWLEDGEMENTS

The reason that I decided to do this topic is I saw many Chinese young designers and European designers have passion for developing traditional cultural tangible expressions into modern design. I was one of them in the past two years. The problems I met and multiple successful methodologies I saw inspired me to change my role from user to problem solver to help designers get more deep inspiration from TCTEs through the use of an interactive tool.

The whole process took several months and included many tests, I felt confused and helpless sometimes. However, I am thankful for the great support and encouragement that professors, classmates and students gave me. I am really grateful for all of your time, patience and advice that has helped me very much.

Here, I want to express my deep appreciation to my Chair, Peter Chamberlain and my committee member, Katie Parker. Thanks both of you for taking time to discuss and develop my thesis in these months during your busy time. Peter Chamberlain: You always could give me fresh insights and pull me back once I went far away from my core content. Katie Parker: You always showed me great examples and experiences that you have, and inspired me a lot. Also, I really appreciate the help from Benjamin Meyer, your suggestions for the interaction design component of this project has helped me.
understand users better.
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INTRODUCTION

Definition of Traditional Cultural Tangible Expression

Based on developing history, economy and society, every region of the world has its own culture to influence natives’ thoughts and behaviors. People create tangible expressions throughout generations to reflect their culture. During this whole process, the core identity of community is also growing constantly by the efforts of tradesmen, artists and specialists.

The term Traditional Cultural Expressions (TCEs) in the international community is also referred to as “folklore”, and some nations prefer using the term “folklore” in their national copyright laws. Traditional Cultural Tangible Expressions (TCTEs) include drawings, designs, paintings, carvings, and pottery, etc.

The Value of Traditional Cultural Tangible Expression

From the standpoint of society, Traditional Cultural Tangible Expression is the core identity of a community. It is a connection between past and modern life. By looking through the history of TCTEs, it helps younger generations to understand the development of human’s behaviors and thoughts – through products and cultural resources.
From the standpoint of design, TCTEs are the foundation of contemporary design. A better understanding of TCTEs can help designers get more inspiration to create value. According to Ho, M.C., Lin, C.H., Liu, Y.C. (1996), “For design, cultural value-adding creates the core of product value. It’s the same for culture; design is the motivation for pushing cultural development forward.”

The Current Situation of Traditional Cultural Tangible Expression

Today, governments and organizations are aware that Traditional Cultural Tangible Expressions (TCTE) reflect the heart of values and beliefs of local communities. Especially in developing countries, local organizations and governments adopt policies to protect such expressions and to encourage young people to know more about them. Many of these communities in rural areas lack young active designers and artists to embed the fresh ideation into TCTEs that would address global concerns and add new marketing value to these products.

However, in general, many tangible cultural heritages are still disappearing. The problems are as follows:

Society

Most TCTEs are hand made, and this process cannot keep up with the speed of consumption. The production process of TCTEs is inefficient and costly. As industry
develops across the world, daily products are mass-produced by manufacturers. Machine-made products cost factories less, and sell more in a short time.

The development of technology is another cause for distracting attention from TCTEs. Consumers look forward to the trend of smart, light and efficient products instead of looking back at TCTEs that they never heard about.

Most young people’s views of consumption are different from those in older generations. They love change, diversity and innovation. Though in some ways young buyers still love the idea of a “throwback”. However, the market for TCTEs is still limited.

**Individuals**

Some TCTEs require complex hand techniques to make. At the same time, TCTEs are handed down from one generation to another and are maintained, used, or developed by their holders (Intellectual Property and Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions). If young designers and artists want to learn some of TCTEs, they have to find someone to teach them, also the learning process requires time and those young artists and designers can easily lose patience.

The traditional resources are not convenient for individuals and may seem monotonous to them. Museums help young designers and artists to get widely related information about
TCTEs through images, texts, physical display, video and interactive media. However, young designers and artists need to spend time on transportation to and instruction at the museum. Libraries are another place to get relevant TCTEs resources, but reading consumes time and documents seem dull to many of them. The web and other digital tools also have limitations. Reading long articles and watching videos challenges the patience of many young designers and artists.
SECONDARY RESEARCH

In this part, two design projects show how designers think about the relationship of TCTEs and contemporary design in different perspectives.

Glass Roof Tiles

One Swedish company developed a traditional looking roof that is made of glass that can absorb solar energy. The most interesting part of this design is that they use high-tech-glass instead of concrete and clay. The new material makes the roof look familiar but also elegant and modern. Compared to the traditional roof, this one is more adapted to the needs of modern life and is very competitive in the market.

Figure 1  Glass Roof Tiles 1-1  Figure 2  Glass Roof Tiles 1-2
**Peugeot Concept Exalt**

The Peugeot concept car applied woodcarving for its interior design. This is an excellent design that combines nature and technology, traditional and modern.

Alessandro Riga, PEUGEOT EXALT Interior Stylist, said, “This project was inspired by the world of music, in which harmony is a fundamental notion. Notes come together to create a score that is profoundly moving. This is how technology and tradition merge together in EXALT. In the PEUGEOT i-Cockpit, the raised digital instrument panel combines with a number of toggle switches. The result is pure and timeless.”

![Figure 3 Peugeot Concept Exalt1-1](image)

![Figure 4 Peugeot Concept Exalt1-2](image)
Insights from the secondary research

From the feedback in the first example, it shows that while consumers love traditional roofs, they would love it more if the traditional roof could have more function. Designers understand what consumers are thinking, so they changed the material to make it more functional. This adds new value to their branding and market. In the second example, designers use the fresh contrast between traditional and modern material to make a luxury interior. Also, the feeling of sharp woodcarving is a perfect match with the fast feeling of the vehicle. Thus, obviously, designers from these two examples found the smart point of balance between TCTEs and contemporary design. However, not all designers know the right points to rethink TCTEs. Some of them lack design methodologies, some of them cannot understand TCTEs very deeply.
PROBLEM STATEMENT AND HYPOTHESIS

Problem statement

Resources for Traditional Cultural Tangible Expression are limited and not effective. As mentioned before, young designers and artists need to spend a lot of time to research the relevant information and knowledge. Most resources are gotten from websites, libraries and museums. During the research process, long videos and long text make people lose patience.

Designers don't know how to go deeper to learn about Traditional Cultural Tangible Expression at the early stages in their research and design process. Normally, the first idea that comes into a designer’s mind is just changing the surface of TCTEs, like color, form or texture. Especially for young designers, it’s very easy to neglect defining a new value between the old ones and new design.

Culture is not well enough understood by non-native designers. With the Internet, the whole world is getting closer and closer. Design is one part of this. A lot of designers would love to go to other countries to get inspirations. However there are major barriers such as lacking knowledge of language, and limited access to people to support them.

The traditional craft skillset is tricky to learn, which limits the design. Many TCTEs are
based on a very specialized craft, some of which have totally disappeared. These
techniques require the rich experiences that require many years of training, but for one
design project, it’s not possible to learn these in a very short time. Designers need a
shortcut into craft and technique that adds a historical value in order to be competitive in
today’s marketplace.

Hypothesis

Compared to paper resources, an interactive digital tool is more effective and attractive to
convey knowledge of Traditional Cultural Tangible Expression, and is more helpful for
building connections between craftsmen and designers.
DESIGN RESEARCH METHODOLOGY

This part includes: one primary survey, two interviews, 4 website and one mobile application case study and one test. The aim of these design research methodologies is to find out the insights and behavior preferences.

4.1 The survey for designers

13 design students and young professionals were the subjects of this survey. The purpose of this survey was to understand where and how designers with different backgrounds get inspirations and if they have interest in TCTEs.

The results from the survey (The survey is in figure list).

Figure 6  The results from survey
1. Which design/fine arts area are you working on?


2. Where/how did you get your inspirations?

**Summarized answer:** They get inspiration from existing products, graphics in the market, magazines, films and advertising, website (design blogs, Tumbler, designinspiration.net, Pinterest, etc.), similar fields, Internet (visualization hunting, trends), talking to friends, daily life, travel, fine art, pop culture, media, environment, event spaces, retail spaces, raw textures from earth, museum, package, teacher and family.

3. Have you tried to get inspirations from TCTEs?

**Summarized answer:** Most of them (10/13) have gotten inspirations from TCTEs. They have tried to get inspirations from street art, materials, fashion styles, traditional painting/carving/pottery, jewelry, traditional Chinese culture, woodworking, cross stitching/embroidery, and other traditional crafts.

4. If you have, where did you find them?

**Summarized answer:** They get inspiration from TCTEs by online website (Pinterest, Etsy, art/design blogs), reference books, Internet, museum, travel, magazine, flea market,
antique malls and galleries.

5. Would you like to get inspirations from TCTEs? If so, which way do you prefer?

**Summarized answer:** They prefer the interactive way to show TCTEs like art-image-based blogs, videos, pictures, and on-line searches. Also one person said any kind that can help her manage TCTEs source systemically and arranges the image in the categories that she can search by key words and be able to pull out these images to use on the mood board easily.

4.2 The interviews for specialists

The purpose of these interviews was to understand what are the problems when researching inspirations from TCTEs. One fashion designer and ceramic designer were interviewed. The insights shown from interviews are as follows:

The interview questions revealed that designers receive inspiration from current trends and technology and those who know how to balance traditional and modern design.

While these designers are interested in researching the TCTEs of diverse places, they often encounter barriers that prevent them from connections with the local designers, craftsmen and artists.

4.3. Case study

Based on the answers from 13 designers, and 4 websites from which they took
inspiration were taken into consideration. The purpose of the case studies was to understand the advantages and disadvantages of each website for getting inspirations. Also, in this part, the reasons for successful, business models and the needs of the markets were also analyzed.

**Pinterest** (https://www.pinterest.com)

![Pinterest Home Page](https://www.pinterest.com)

**Figure 7** Pinterest home page

“Discover and save creative ideas.”

Pinterest is a free website that requires registration. The advantage of Pinterest is that users can upload, save, sort and manage images by “pins” and “pinboard”. Users can input keywords into the big search bar, in order to find images that interest them. Additionally, Pinterest is a social media people can follow up other’s “board” and share their “pins”. From a business perspective, some retail companies insert advertisements
and trending ideas into Pintrests so that consumers can visualize products and distribute them. In recent years, the images have contained links that consumers can click on to visit the original websites. Based on the Pinterest idea, one can easily wonder, what if there exists one website that focuses on TCTEs, where users can upload their TCTEs resources online and share and distribute them by themselves. Local organizations can share their native TCTEs, appealing to designers and artists to join in and develop them.

Shutterstock (http://www.shutterstock.com)

Figure 8 Shutterstock home page

“The global marketplace for a creative world, over 50 millions high quality images, videos, and music tracks at your fingertips.”

It is no doubt shutterstock supplies millions of pretty and high definition images and video to designers and artists. However, before they use and enjoy these images and videos, they have to purchase them first. Thus, all images paid for here are used for the business
creation instead of personal usage. One thing that is interesting here, is that these millions of images are all from part-time photographers, when users purchase the images or video, the photographers also get some percentage of money. Thus, shutterstock only needs to make rules and supply the platform. This is a good idea that if TCTEs organizations or design buyers can upload the information of TCTEs, then the contents of this platform will accumulate and stay fresh and new.

National Geographic (http://www.nationalgeographic.com)

![National Geographic home page](http://www.nationalgeographic.com)

**Figure 9** National Geographic home page

National Geographic is one of the largest nonprofit scientific and educational institutions in the world. They cover the knowledge of geography, archaeology and natural science. Also, they are a rich source of information about world culture and history. National Geographic share all this information to different background and age of people,
designers are a small part of these audiences. They can get TCTEs from this website, but
it is a limited source in this big pool.


“Showcase & Discover Creative Work”

![Behance home page](image)

Behance is a social network that is especially for designers. Designers share their work
and working process on this website. Designers also can follow other designers from all
over the world and add comments for them. It is a good online platform that designers are
inspired and get feedback from others. It obviously shows that the design process easily
inspires others. So, what if the successful designer who are get inspirations from TCTEs
can show their process like the designer are doing now, the other designers could get
methods and design thinking by these excellent case studies.
The analysis diagram is below:

### Case study

<table>
<thead>
<tr>
<th>A: Advantages</th>
<th>D: Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Pinterest

A: They can well organize their pins.  
People can get inspirations from bunch of images research.  
Well combination between advertisement and images.  
Wide image information and user group.  
Make friends who like the same things with people themselves.  
D: The image's quality do not have standard  
Limited resource about traditional things, lack of story sharing.

#### Shutterstock

A: High quality images  
Nice business model  
D: Too business  
Expensive for personal use  
Not focus on traditional things, it's not a right place to learn something.

#### National Geography

A: Super rich culture resource and knowledge from all over the world.  
Nice photo, video and info graphic.  
D: Not direct to design.

#### Behance

A: Rich design resource  
Make a connection with designers and Design Company  
Good communication (feedback and comment)  
See the details of design process  
Know the back story of design  
Good template to guide people easy upload their stuff  
D: Mainly only focus on UX/UI, Illustration.

Figure 11  The analysis from case study

### 4.4. User testing

The goal of this test was to understand the advantages and disadvantages of modern digital tools. In this test, interviewees pretended they had a project that is related to the wood joints, and they need to get the inspirations from wood joint by three different ways. The first way is images. The second one is one 13-minute long video. (They can jump to see the video during the test.) The third one is a mobile app. After interviewees have tried each way, they need to answer a few questions.
The first way shows images about wood joints.

![Image: Wood joints](image1)

Figure 12  Wood joints

The second way shows a video about wood joints.

![Video: Wood joints](video1)

Figure 13  Wood joints video

The third way shows a mobile app about wood joints.
Data analysis from this test

<table>
<thead>
<tr>
<th>IMAGES (Full Score: 8)</th>
<th>26/Female</th>
<th>24/Female</th>
<th>26/Male</th>
<th>28/Female</th>
<th>28/Male</th>
<th>27/Female</th>
<th>27/Male</th>
<th>24/Male</th>
<th>27/Male</th>
<th>26/Female</th>
<th>26/Male</th>
<th>AVERAGE</th>
</tr>
</thead>
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<td>How much KNOWLEDGE you get?</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>How much does it INSPIRE you?</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4.4</td>
</tr>
<tr>
<td>How much PATIENCE you have during this process?</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>9</td>
<td>2</td>
<td>5</td>
<td>5</td>
<td>4.1</td>
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<td>Is that ENJOYABLE for you?</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>4.1</td>
<td></td>
</tr>
<tr>
<td>Is that a pleasing VISUAL for you?</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>3.6</td>
<td></td>
</tr>
<tr>
<td>How much you care about the quality of image?</td>
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<td>4</td>
<td>6</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>5</td>
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<td>5</td>
<td>6</td>
<td>5.4</td>
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</tr>
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<td>Content:</td>
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<td>5</td>
<td>0</td>
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<td>5</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>5.5</td>
<td></td>
</tr>
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<td>0</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>5.5</td>
<td></td>
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<tr>
<td>VIDEO (Full Score: 6)</td>
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<td>6</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td>How much KNOWLEDGE you get?</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>6</td>
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<td>5</td>
<td>5</td>
<td>4.8</td>
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<tr>
<td>How much does it INSPIRE you?</td>
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<td>3</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>5.3</td>
<td></td>
</tr>
<tr>
<td>Is that ENJOYABLE for you?</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>Is that a pleasing VISUAL for you?</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>5</td>
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<td>4</td>
<td>2</td>
<td>4</td>
<td>4.3</td>
<td></td>
</tr>
<tr>
<td>How much you care about the quality of image?</td>
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<td>6</td>
<td>4</td>
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<td>6</td>
<td>5</td>
<td>5.3</td>
<td></td>
</tr>
<tr>
<td>Content:</td>
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<td>4</td>
<td>6</td>
<td>6</td>
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<td>Image Resolution:</td>
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<td>6</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>5.3</td>
<td></td>
</tr>
<tr>
<td>Used Time to see one video for getting inspirations</td>
<td>1 min</td>
<td>5 mins</td>
<td>3 mins</td>
<td>10 mins</td>
<td>&lt; 1 min</td>
<td>around 7 mins</td>
<td>&lt; 5 mins</td>
<td>&lt; 2 mins</td>
<td>3-5 mins</td>
<td>3 mins</td>
<td>3 mins</td>
<td>3 mins</td>
</tr>
</tbody>
</table>

INTERACTION TOOL (Full Score: 6)

| How much KNOWLEDGE you get? | 5         | 6         | 5       | 4         | 4       | 6         | 6         | 6       | 6         | 5         | 5         | 5.3     |
| How much does it INSPIRE you? | 5         | 6         | 6         | 6         | 6         | 5         | 6         | 6         | 6         | 6         | 6         | 5.7     |
| How much PATIENCE you have during this process? | 6         | 6         | 6         | 6         | 6         | 2         | 6         | 4         | 6         | 1         | 6         | 4.9     |
| Is that ENJOYABLE for you? | 6         | 6         | 6         | 6         | 6         | 4         | 5         | 6         | 6         | 6         | 5.7     |         |
| Is that a pleasing VISUAL for you? | 6         | 6         | 6         | 6         | 6         | 6         | 6         | 6         | 6         | 5         | 6         | 5.8     |
For knowledge, inspiration, patience, enjoyment and visual items, the mobile app is the favorite way for interviewees. The ideal time of video for average people is less than 10 minutes, and most interviewees prefer a video less than 3 minutes. Otherwise, interviewees need to have very strong interest to watch the video. Interviewees like the one digital tool that has interaction. For example, users can use their fingers to control the screen. If the process were more attractive and enjoyable for people, they’d like to spend more time to know about this.
From the diagram above, for knowledge and inspiration, the results from video and mobile phone don’t show a big difference. However, for patience, the video is obviously lower than the other two tools. For enjoy ability, people love the mobile app most.
NEW DESIGN CONCEPTUALIZATION

The ideation is to create a mobile application to help designers get deep knowledge and inspiration by an efficient and enjoyable experience. Meanwhile, this mobile application includes an inspiring method to guide designers through design direction if they feel confused.

Co-creation 1

6 users were invited to join this co-creation exercise with playing cards. The purpose of this test is to understand what content should put into the final design, and also understand which way is more interesting for users. The photo and notes for each interview were taken in whole process. All steps are as follows:

1. Users need to choose one search preference from three cards. (Search bar, map and assortment of images)

2. After looking at all the images applied, there are 10 content cards on the table, users need to order them on the test map from most important to the least important.

3. There are 4 categories of images, users need to choose 2 categories which they are interested in, then choose the present preference card (10 solutions) to put after the 5 top important contents.

4. Users choose one favorite image, and then randomly choose one card from red orange cards, then follow this card, randomly to choose one yellow card, then judge
these cards as useful for their inspiration or not.

Figure 18  Co-creation tool

Figure 19  Co-creation process
The results from this co-creation are as follows:

5.1.1 Result for contents

The top items people chose for catalog

![Diagram showing top items chosen by users](image)

**Figure 20** The results analysis from co-creation

Introduction, Categories, Material, Color, History and Inspiring Method are the top concerns based on the feedback of 6 users.

5.1.2 Result for ways to show these items

The image below shows the results for the presentation method for top 6 contents.
Figure 21  The results for presenting contents

5.1.3 Result for Inspiring Method
Most users thought this was helpful for their inspiration, some of them prefer more specific ones.

### 5.2 Co-creation 2

The purpose for the part is to understand users’ behavior preference. Based on this co-creation exercise, whether they prefer to know deep knowledge first or method first.

There are 12 cards, and users need to choose 4 of them to make the first 4 steps logically.

There were 8 design students who took part in this co-creation exercise, they came from Industrial design, Fashion Design, Fine arts and Graphic design area. The result are
The insights from co-creation 2:

The quantity for content first or method first was virtually equal. Students with different design backgrounds hold different opinions about this.
5.3 Prototype

Based on the feedback from two co-creation sections, one sketch clickable mobile application was made by Pop (Interaction Prototype tool).

Figure 24 Prototype
5.4 User testing

5 students took the test by prototype. The feedback is as follows.

**Feedback from sketching prototype test**

This page confused a few users. Users were not sure what does this page mean.

“A Few users suggested that put “Trying Inspiring Method” on top menu.

“Trying Inspiring Method” and “Next” both confused people. They need to know what is the next step exactly.

Users needed more details to guide them using this method.

“scan sketching” and “make note” these two buttons confused people, they desired to know what is exactly for.

It’s not a good ending.

![Figure 25](image) The summarized results of prototype
5.5 Refined Interface Visualization

Figure 26  Interface Visualization
The interface visualization was refined to show the user the basic function flow and the app context by including an introduction, categories, material, color, history and contacts with short text, images and videos. The example in figure 12 uses content about traditional Mexican culture. Users can search for specific TCTEs by using a search bar, map, choosing a color, or scanning an image. This app not only supplies rich information about TCTEs, but also connects to social networks that people can share the TCTEs on, such as Facebook or email.
CONCLUSION

This mobile application is a time saving and effective tool for designers and artists. It includes all the main resources about TCTEs. Designers and artists do not need to spend as much time searching various websites and visiting museums to gain knowledge.

The application aims to increase public interest in TCTEs by presenting artistic knowledge in multiple ways, such as refined descriptions, short high-definition videos, and attractive images. Also, this application includes a design method that uses card playing techniques to guide users toward design directions that support their design goals.

Local governments, organizations, and art collectors provide the content. Also, this application allows the user to upload content if it meets specialized requirements. The difference between this application and the other resources is the templates for submission. For example, videos cannot be longer than 3 minutes and the descriptions cannot exceed 100 words. These limitations ensure that the information is professional while also being of interest to users.

This application is not only a tool that inspires designers and artists, but is also a social platform to strengthen the connection between designers, artists and craftsmen. The “Contacts” function allows them to directly contact the local departments and
organizations, while the “Share” function helps them learn from each other and find common interests that are good for further cooperation and development.
Reference


Traditional Culture Expressions


Japan: the Official Guide

<http://www.jnto.go.jp/eng/indepth/cultural/experience/>

McFadden, D. (2014). Inspired by Tradition

<http://theartoftravel.net/magazine/culture/read-culture/inspired-by-tradition>
Figure

Pretending you are a designer who are searching some inspirations from wood joints... and here are three different ways to help you get inspirations... Please finish each task, and mark them. ;)

Your age: 
Your gender: 

<table>
<thead>
<tr>
<th>Task 1 IMAGES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How much KNOWLEDGE you get?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>How much does it INSPIRE you?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>How much PATIENCE you have during this process?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>Is that ENJOYABLE for you?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>Is that a pleasing VISUAL for you?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>How much you care about the quality of image when you are searching inspirations?</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>Visual Definition</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task 2 VIDEO</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How much KNOWLEDGE you get?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>How much does it INSPIRE you?</td>
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<tr>
<td>Is that a pleasing VISUAL for you?</td>
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</tr>
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<td>How much you care about the quality of image when you are searching inspirations?</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>Visual Definition</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>What is your ideal time to see one video for inspiration?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task 3 INTERACTIVE APP</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How much KNOWLEDGE you get?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>How much does it INSPIRE you?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
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<tr>
<td>How much PATIENCE you have during this process?</td>
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<tr>
<td>Is that ENJOYABLE for you?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>Is that a pleasing VISUAL for you?</td>
<td>low ○ ○ ○ ○ ○ ○ high</td>
</tr>
<tr>
<td>How do you think of interactive digital way to get inspirations? What's your ideal interactive way in your mind?</td>
<td></td>
</tr>
</tbody>
</table>