

Dear Kris

Here are some of my feedback about further focusing thesis under 250 pages.

I will suggest you move literature review to Chapter 2 following Chapter 1, and put Methodology to Chapter 3. If you start your research gap in Chapter 1 as “attitude-behavior gap”, then the main review in Chapter 2 will be around this gap to support and frame your proposed issue. This can be a principle how you delete the current literature review parts. You should remove more parts about background introduction in literature, and only focus on the review about this proposed research gap in Chapter 1. Then, the following Chapter 3 will be your research design and method about how you plan to answer and fill this gap.

Secondly, now your title is “Designing a...”, your section 5.2-5.5 will become the main part and findings in your research result. The better way to present this part should be the end of Chapter 4 as the main result for design research, not in the Discussion. It is also more logic when you show this part in the end of Chapter 4 and then you explore the discussion on Design Implication on current section 5.1. When you said “The following findings from Literature Review, User Survey, and Prototype Testing” in current section 5.1, it is strange because you do not present your design and prototype in Chapter 4 (now they are in section 5.2-5.5).

Another thing to reflect your title as design research, in current 5.2 (might be in Chapter 4 finally), there should be a flow chart to show the whole design system as a user journey instead of only showing the interface screenshot. The general and better way can be that you present the system flow chart as a whole picture, and then show the interface to introduce each design function.

In addition, some sections in Chapter 4 (such as 4.2, 4.4, 4.6, 4.7), you only provide the title but the content is missing. You can consider shrink the subtitle of each section. For some section you do not have content now, you can delete them.