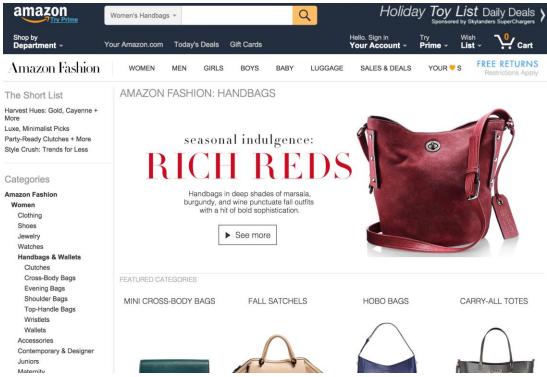
*** Beautiful bag!, May 19, 2014 **** Wife Went Crazy... April 29, 2014 **Online User Reviews** as a Design Resource 2015.11.04 **IASDR 2015** Bokyung Lee, KAIST my DESIGNLAB Froukje Sleewijk Visser, TU Delft Daniel Saakes, KAIST wife Went Crazy.., April 29, 2014 **** So happy I purchased these., April 20, 2014

INTRODUCTION 1 Introduction 2 Background



1 Introduction 2 Background

Introduction

INTRODUCTION

Customer Reviews



See all 201 customer reviews

Made very well.

Ron L.

It has an ac strap that c to truly be a cross body & shortened for a shoulder bag.

BarbaraW.

Most Helpful Customer Reviews

59 of 59 people found the following review helpful

*** Proud VB owner

By Tabitha on January 31, 2012

Color Name: Suzani | Verified Purchase

I absolutely LOVE this purse! Is perfect size with just the right amount of pockets, handle extends extra long so I can wear around neck and over one shoulder for hands free shopping or shorten as desired. Zipper closes to keep my items safely inside. Love the fabric, doesn't show dirt and can wash as needed. Holds more than you think it might. Best purse ever! My iphone fits in the front zipper pocket. Strongly recommend this to anyone.

Comment | Was this review helpful to you? Yes No

47 of 49 people found the following review helpful

**** LeahJ

By Jens on May 9, 2012

Color Name: Safari Sunset | Verified Purchase



"I was worried the color of

this bag would end up

looking cheap/gaudy"

....

Customer Images

☆☆☆☆ Beautiful bag!, May 19, 2014		of 2 people found the following review helpful	9 of 9 people found the following review helpful		3 of 3 people found the following review helpful	1 of 1 people found the following review helpful
_{By} Tag	3	**** Excellent shoes!, April 22, 2014 By Allex88 "Allex88" (Minnesota) - See all my reviews	**** Perfect!, April 21, 2014	★★★☆☆ Run a bit big, but comfy, May 19, 2014	**** Love, April 8, 2014	*** Wife Went Crazy April 29, 2014
	ny	/erified Purchase (What's this?)	By Sammy - See all my reviews	By Tyre - See all my reviews	By amy chen - See all my reviews	By Ahmed Wahid Roshdi - See all my reviews
reviews	(his review is from: PUMA Women's Cell Riaze Cross-Training Shoe Apparel)	This review is from: BCBGeneration Women's Balan Dress Sandal (Apparel)	Verified Purchase (What's this?)	Verified Purchase (What's this?)	Verified Purchase (What's this?)
Verified Purchase (What's this?) This review is from: kate spade new york Cedur : Maise Ton Handle Handhag (Apparel)	Street	are sharp. I don't do an awful lot of running, so I can't attest	These sandals are wonderful! I purchased the red ones, they are true to color, and look fabulous	This review is from: BCBGeneration Women's Balan Dress Sandal (Apparel)	Maise Top Handle Handbag (Apparel)	This review is from: kate spade new york Cedar Street Maise Top Handle Handbag (Apparel)
the 1 column this is beyond	color. It dislike	ittle small. I normally wear a size 8, and based on other eviews, I purchased an 8.5 and they fit perfectly!!	on! It is made excellently, very sturdy and, really comfortable to walk in. Looks beautiful with practically anything.	Very cute sandals. They are super comfortable but do run a size larger than I usually buy. The exchange process was very easy though.	So pretty, feminine, perfect size. I debated for a long time on whether to get this or not. I'm so happy I did, I love it. Get it here on Amazon to save a bit of money.	Well it is not really me who should right this review, but i guess my wife happiness with this bag was un-describable no clue even why!IShe loved it
access that I am a yeary maccy person a	and the	Nas this review helpful to you? Yes No	Very satisfied with this purchase, I know I will	Help other customers find the most helpful reviews	Help other customers find the most helpful reviews	Help other customers find the most helpful reviews
	ain it	Comment	definitely get a lot of use out of them.	Was this review helpful to you? Yes No	Was this review helpful to you? Yes No	Was this review helpful to you? Yes No
	find this	of 1 people found the following review helpful	A+!	Report abuse Permalink	Report abuse Permalink	Report abuse Permalink
bag 3 a darker color which I like just as Study 1		k★本本★ love my shoes, April 17, 2014	Help other customers find the most helpful reviews	Comment	Comment	Comment
Help other customers find the most helpful revie		by Natasha Alpheus - See all my reviews erifled Purchase (What's this?)	Was this review helpful to you? Yes No			of 3 people found the following review helpful
Was this review helpful to you? Yes N	1	his review is from: PUMA Women's Cell Riaze Cross-Training Shee (Apparel) love my shoes fits perfectly I always have problems with shoes out my Puma feel good and I love the color will order again	Report abuse Permalink	*** Beautiful bag!, May 19, 2014	3 of 3 people found the following review helpful	Love The shoe, March 19, 2014
Comment		lelp other customers find the most helpful reviews	Comment	By Boothe III evertheliss II (SA) See all my	By Nakea Wright - See all my reviews	y Shoppin' Made Easy - See all my reviews erified Purchase (What's this?)
		Vas this review helpful to you? (Yes No	2 of 7 people found the following review helpful	Bertha "LovetheUSA" (CA) - See all my reviews	Verified Purchase (What's this?)	his review is from: PUMA Women's Cell Riaze Cross-Training Shoe
1 of 5 op Discussion greview helpful	2014	Report abuse Permalink Comment	representation of the second o	Verified Purchase (What's this?)	This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel)	apparel) purchased the shoe because they were cute and much
By Amazon Customer - See all my reviews		3 of 3 people found the following review helpful	**** This package is a bit small, there are some problems with the handle, the	This review is from: kate spade new york Cedar Street	Shoe was very comfortable loved the colors but only disappointment was the shoe does run a bit too big. I would	heaper on Amazon instead of the JC Penney. I ordered my
Verified Purchase (What's this?)			other is better., April 8, 2014	Maise Top Handle Handbag (Apparel)	suggest ordering a size down.	ttle tightness in the toe area. So I would recommend a 1/2
	ioe (Apparei)		By monica lai - See all my reviews	This is a beautiful design and gorgeous color. It	Help other customers find the most helpful reviews	ize bigger. Puma shoes do run small.
		Verified Purchase (What's this?)	Verified Burchase (What's this?)	looks like a piece of art to me. :) I really dislike the saggy, big bag look, so this is beyond	Was this review helpful to you? Yes No	elp other customers find the most helpful reviews /as this review helpful to you? Yes No
day the first day without one pinch and the 2nd day to	oo. So happy	This review is from: <u>PUMA Women's Cell Riaze Cross-Training</u> (Apparel)	This review is from: kate spade new york Cedar Street	stunning to me. But unfortunately, I had to	Report abuse Permalink	Report abuse Permalink
I purchased these.		Shoe was very comfortable loved the colors but only	Maise Top Handle Handbag (Apparel)	accept that I am a very messy person, and the	Comment	Comment
Was this review helpful to you? Yes No		disappointment was the shoe does run a bit too big. suggest ordering a size down.	This package is a bit small, there are some	color was too light, that I would likely stain it	5 of 5 people found the following review helpful	1 of 1 people found the following review helpful
Report abuse Permalink		Help other customers find the most helpful reviews	problems with the handle, the other is better.I hope Amazon need more responsibility to treat	within a couple of weeks. So I will try to find thi bag in a darker color which I like just as much.	***** Color different than in pictures.,	**** Great shoes and nice looking too!, April 16, 2014
Comment			the product.		By Warduke (Pineville, LA USA) - See all my reviews	By wamzami14 - See all my reviews Verified Purchase (What's this?)
5 of 5 people found the following review helpful		Report abuse Permalink	Help other customers find the most helpful reviews	Help other customers find the most helpful reviews	Verified Purchase (What's this?)	This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel)
大文文文章 Color different than in pictures.,		5 of 5 people round the following review helpful	Was this review helpful to you? Yes No	Was this review helpful to you? Yes No	This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel)	I bought these shoes for my girlfriend for her birthday She loves them and says they are comfy and fit nicely. Very happy with this
By Warduke (Pineville, LA USA) - See all my review			Report abuse Permalink	Comment	Wife had me order her these "yellow" shoes because she love yellow. Got them in and they actually look more of an orange	s product. Puma has always been a good brand of shoes for us.
Verified Purchase (What's this?)		By <u>Sammy</u> - <u>See all my reviews</u> This review is from: BCBGeneration Women's Balan Dress	Comment	1 of 1 people found the following review helpful	color. Other than that seems like a decent shoe. Just be awar	Help other customers find the most helpful reviews
This review is from: PUMA Women's Cell Riaze Cross-Training (Apparel)	Shoe	Sandal (Apparel)		**** would order another, May 1, 2014	if you want a yellow shoe this is NOT yellow as it looks in pics.	Report abuse Permaink
Wife had me order her these "yellow" shoes because	e sile loves	These sandals are wonderful! I purchased the red ones, they are true to color, and look fabulous		By bunka girl (Wi) - See all my reviews	Help other customers find the most helpful reviews Was this review helpful to you? Yes No	9 of 9 people found the following review helpful
color. Other than that seems like a decent shoe. Jus			**** So happy I purchased these., April 20, 2014 By Amazon Customer - See all my reviews	Verified Purchase (What's this?) This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel)	Report abuse Permalink	**** Perfect!, April 21, 2014
if you want a yellow shoe this is NOT yellow as it loo		practically anything.	Verified Purchase (What's this?)	very comfy right off the hat, everyone compliments me on them	Add Burn a hit him hut same.	By Sammy - See all my reviews
Help other customers find the most helpful reviews Was this review helpful to you? Yes No		Very satisfied with this purchase, I know I will	This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) I love these i wear them for work in healthcare. I am on my feet a	they look like there wouldn't be much cushion but there's quit a bit , i wear a size 7 and they fit perfect.	May 19, 2014	This review is from: BCBGeneration Women's Balan Dress
Report abuse Permaink					By Tyre - See all my reviews	Sandal (Apparel)
Comment			beacause my pinky toe gets smashed and rubbed. I wore these all day the first day without one pinch and the 2nd day too. So happy	Was this review helpful to you? Yes No	Verified Purchase (What's this?)	These sandals are wonderful! I purchased the red ones, they are true to color, and look fabulous
3 of 3 people found the following review helpful		Help other customers find the most helpful reviews	I purchased these.	Comment	This review is from: BCBGeneration Women's Balan Dress	on! It is made excellently, very sturdy and, really
Andrew Love The shoe, March 19, 2014		Was this review helpful to you? Yes No	Help other customers find the most helpful reviews Was this review helpful to you? Yes No	5 of 5 people found the following review helpful	Sandal (Apparel)	comfortable to walk in. Looks beautiful with
By Shoppin' Made Easy - See all my reviews		Comment	Report abuse Permalink	XXXXX Color different than in pictures.,	Very cute sandals. They are super comfortable but do run a size larger than I usually buy. The	practically anything.
This review is from: PUMA Women's Cell Riaze Cross-Training S	Shoe		Comment		exchange process was very easy though.	Very satisfied with this purchase, I know I will
I purchased the shoe because they were cute and mu	uch	1 of 1 people found the following review helpful	3 of 3 people found the following review helpful	Verified Purchase (What's this?)	Help other customers find the most helpful reviews	definitely get a lot of use out of them. A+!
I purchased the shoe because they were cute and much eaper on Amazon instead of the JC Penney. I order size 8.1/2. It's comfortable, but If I am doing to much	red my	★★★★★ Wife Went Crazy, April 29, 2014	**** Love The shoe, March 19, 2014	(Apparel)	Was this review helpful to you? Yes No	Help other customers find the most helpful reviews
	id a 1/2	By <u>Ahmed Wahid Roshdi</u> - <u>See all my reviews</u> Verified Purchase (What's this?)	By Shoppin' Made Easy - See all my reviews	Wife had me order her these "yellow" shoes because she loves yellow. Got them in and they actually look more of an orange	Report abuse Permalink	Was this review helpful to you? Yes No
size bigger. Puma snoes do run smail.		This review is from: kate spade new york Cedar Street	Verified Purchase (What's this?) This review is from: PUMA Women's Cell Riaze Cross-Training Shoe	color. Other than that seems like a decent shoe. Just be aware	Comment	Report abuse Permalink
Was this review helpful to you? Yes No		Maise Top Handle Handbag (Apparel)	(Apparel)	if you want a yellow shoe this is NOT yellow as it looks in pics.	3 of 3 people found the following review helpful	Comment
Report abuse Permalink		review, but i guess my wife happiness with this	I purchased the shoe because they were cute and much cheaper on Amazon instead of the JC Penney. I ordered my	Help other customers find the most helpful reviews Was this review helpful to you? Yes No		
2 of 2 people found the following review helpful		bag was un-describable no clue even	size 8 1/2. It's comfortable, but If I am doing to much there is	Report abuse Permalink	**** Great shoe!!!', March 7, 2014	1 of 1 people found the following review helpful
*** Excellent shoes!, April 22, 2014			little tightness in the toe area. So I would recommend a 1/2 size bigger. Puma shoes do run small.	Comment	By Nakea Wright - See all my reviews Verified Purchase (What's this?)	By wamzami14 - See all my reviews
By Allex88 "Allex88" (Minnesota) - See all my		Help other customers find the most helpful reviews	Help other customers find the most helpful reviews	1 of 1 people found the following review helpful	Verified Purchase (What's this?) This review is from: PUMA Women's Cell Riaze Cross-Training.	Verified Purchase (What's this?)
Verified Purchase (What's this?) This review is from: PUMA Women's Cell Riaze Cross-Train	ning Shoe		Was this review helpful to you? Yes No	*** So happy I purchased these., April 20, 2014	(Apparel)	This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) I bought these shoes for my girlfriend for her birthday She loves
(Apparel)	-	Comment	Report abuse Permalink	By Amazon Customer - See all my reviews	Shoe was very comfortable loved the colors but only	them and says they are comfy and fit nicely. Very happy with this
I absolutely LOVE these shoes! They are light we	eight,		Comment	Verified Purchase (What's this?)	disappointment was the shoe does run a bit too big.	product. Puma has always been a good brand of shoes for us.

9 of 9 people found the following review helpful Beautiful bag!, May 19, 2014 3 of 3 people found the following review helpful 1 of 1 people found the following review helpful **** Run a bit big, but comfy. *** Excellent shoes!, April 22, 2014 *** Perfect!, April 21, 2014 *** Love, April 8, 2014 May 19, 2014 **** Wife Went Crazy... April 29, 2014 By Allex88 "Allex88" (Minnesota) - See all my reviews By Sammy - See all my reviews By amy chen - See all my reviews By Ahmed Wahid Roshdi - See all my reviews This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) By **Tyre** - See all my reviews This review is from: BCBGeneration Women's Balan Dress Sandal (Apparel) I absolutely LOVE these shoes! They are lightweight, exceptionally comfortable (like walking on air) and the colors rare sharp. I don't do an awful lot of running, so I can't attest. This review is from: kate spade new york Cedar Street
Maise Top Handle Handbag (Apparel) This review is from: BCBGeneration Women's Balan Dress This review is from: kate spade new york Cedar Street Maise Top Handle Handbag (Apparel) view is from: kate spade new york Cedar Street Top Handle Handbag (Apparel) Sandal (Apparel) ones, they are true to color, and look fabulous now well they would had us for a serious numer thereby.

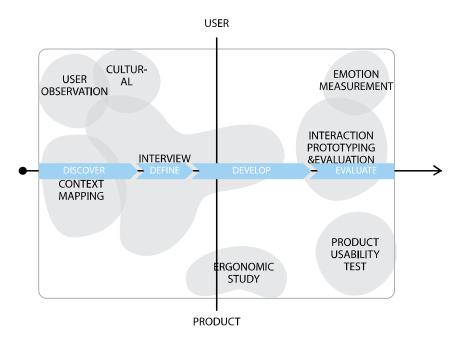
ones, they are true to color, and look fabulous everyday use, hay are super. I will causton that these or run oil I Is made excellently, very sturdy and, really little small. I normally wear a size 8, and based on other reviews, I purchased an 8.5 and they fight perfectly reviews in the study of the prefetch of the study of So pretty, feminine, perfect size. I debated for a Well it is not really me who should right this Very cute sandals. They are super comfortable color, It long time on whether to get this or not. I'm so but do run a size larger than I usually buy. The review, but i guess my wife happiness with this ly dislike 1 Introduction happy I did, I love it. Get it here on Amazon to exchange process was very easy though. bag was un-describable.. no clue even nd ad to practically anything. save a bit of money. why ...!! She loved it .. Was this review helpful to you? Yes No and the Very satisfied with this purchase, I know I will Was this review helpful to you? Yes No definitely get a lot of use out of them. stain it Was this review helpful to you? Yes No Was this review helpful to you? Yes No to find this 1 of 1 people found the following review helpful Report abuse | Permalink Report abuse | Permalink as much. ★本本本 love my shoes, April 17, 2014 Help other customers find the most helpful reviews By Natasha Alpheus - See all my reviews Was this review helpful to you? Yes No 3 of 3 people found the following review helpful Report abuse | Permalink *** Beautiful bag!, May 19, 2014 Love The shoe, March 19, 2014 *** Great shoe!!!', March 7, 2014 y Shoppin' Made Easy - See all my reviews By Nakea Wright - See all my reviews Bertha "LovetheUSA" (CA) - See all my his review is from: PUMA Women's Cell Riaze Cross-Training Shoe apparel) Was this review helpful to you? Yes No This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) 2 of 7 people found the following review helpful *** This package is a bit small, there Shoe was very comfortable loved the colors but only neaper on Amazon instead of the JC Penney. I ordered my 3 of 3 people found the following review helpful This review is from: kate spade new york Cedar Street Maise Top Handle Handbag (Apparel) are some problems with the handle, the ize 8 1/2. It's comfortable, but If I am doing to much there is a title tightness in the toe area. So I would recommend a 1/2 disappointment was the shoe does run a bit too big. I would suggest ordering a size down. **** Great shoe!!!', March 7, 2014 other is better., April 8, 2014 This is a beautiful design and gorgeous color. It ize bigger. Puma shoes do run small. m on my feet a by Nakea Wright - See all my reviews break shoes in wore these all thus review is from: PUMA Women's Cell Riaze Cross-Tra By monica lai - See all my reviews looks like a piece of art to me. :) I really dislike Was this review helpful to you? Yes No the saggy, big bag look, so this is beyond /as this review helpful to you? Yes No This review is from kate spade new york Cedar Street Halse Top Hang these (Alpea II)
This package (a 1) problems with the a file it it is is greater than the space of the spa too. So happ) (Apparel) stunning to me. But unfortunately, I had to Shoe was very comfortable loved the colors but only Maise Top Hand disappointment was the shoe does run a bit too big. This package 1 of 1 people found the following review helpful suggest ordering a size down. **** Great shoes and nice looking too!, April 16, 2014 By wamzami14 - See all my reviews Was this review helpful to you? Yes No the product. By Warduke (Pineville, LA USA) - See all my reviews Report abuse | Permalink This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) Was this review helpful to you? Yes No 9 of 9 people found the following review helpful (Apparel)

them and says they are comfy and fit nicely. Very happy with this Wife had me order her these "yellow" shoes because she loves product. Puma has always been a good brand of shoes for us. Was this review helpful to you? Yes No *** Perfect!, April 21, 2014 Report abuse | Permalink yellow. Got them in and they actually look more of an orange By Sammy - See all my reviews This review is from: BCBGeneration Women's Balan Dress Sandal (Apparel) 1 of 1 people found the following review helpful ng Shoe These sandals are wondered for the property ones, they are true to color, and ok fabrious can be helpfu **** So happy I purchased these., April 20, 2014 of an orange Just be aware on! It is made excellently, very sturdy and, really By Amazon Customer - See all my reviews This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) **** Perfect!, April 21, 2014 comfortable to walk in. Looks beautiful with ooks in pics. Verified Purchase (Whits this?)

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this review is from: PUHA Women's Cell Risze Cross-Training Shoe (Apparet)
this review is from: PUHA Women's Cell Risze Cross-Training Shoe (Apparet) practically anything. By Sammy - See all my reviews I love these i wear them for work in healthcare. I am on my feet a ' i wear a size 7 and they fit perfect. May 19, 2014 This review is from: BCBGeneration Women's Balan Dress Very satisfied with this purchase, I know I will day. I tend to have a wide foot and usually have to break shoes in Help other customers find the most helpful reviews beacause my pinky toe gets smashed and rubbed. I wore these all Was this review helpful to you? Yes No Sandal (Apparel) definitely get a lot of use out of them. By <u>Tyre</u> - <u>See all my reviews</u> These sandals are wonderful! I purchased the red day the first day without one pinch and the 2nd day too. So happy ones, they are true to color, and look fabulous I purchased these. This review is from: BCBGeneration Women's Balan Dress on! It is made excellently, very sturdy and, really Was this review helpful to you? Yes No Sandal (Apparel) comfortable to walk in. Looks beautiful with Report abuse | Permalink Was this review helpful to you? Yes No practically anything. Very cute sandals. They are super comfortable **** Color different than in pictures., but do run a size larger than I usually buy. The Very satisfied with this purchase, I know I will exchange process was very easy though. By Warduke (Pineville, LA USA) - See all my reviews definitely get a lot of use out of them. 1 of 1 people found the following review helpful 3 of 3 people found the following review helpful A+1 Help other customers find the most helpful reviews **** Wife Went Crazy.., April 29, 2014 This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) *** Love The shoe, March 19, 2014 Was this review helpful to you? Yes No By Ahmed Wahid Roshdi - See all my reviews end a 1/2 Wife had me order her these "yellow" shoes because she loves yellow. Got them in and they actually look more of an orange By Shoppin' Made Easy - See all my reviews Report abuse | Permalink Was this review helpful to you? Yes No This review is from: kate spade new york Cedar Street Maise Top Handle Handbag (Apparel) color. Other than that seems like a decent shoe. Just be aware This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) Report abuse | Permalink 3 of 3 people found the following review helpful Well it is not really me who should right this I purchased the shoe because they were cute and much review, but I guess my wife happiness with this cheaper on Amazon instead of the JC Penney. I ordered my Was this review helpful to you? Yes No **** Great shoe!!!', March 7, 2014 1 of 1 people found the following review helpful bag was un-describable.. no clue even size 8 1/2. It's comfortable, but If I am doing to much there is Report abuse | Permalink **** Great shoes and nice looking too!, April 16, 2014 why...!!She loved it... little tightness in the toe area. So I would recommend a 1/2 By Nakea Wright - See all my reviews By wamzami14 - See all my reviews size bigger. Puma shoes do run small. my reviews 1 of 1 people found the following review helpful This review is from: PUMA Women's Cell Riaze Cross-Training Was this review helpful to you? Yes No This review is from: PUMA Women's Cell Riaze Cross-Training Shoe (Apparel) **** So happy I purchased these., April 20, 2014 Was this review helpful to you? Yes No Shoe was very comfortable loved the colors but only them and says they are comity and fit nicely. Very happy with this disappointment was the shoe does run a bit too big. om: PUMA Women's Cell Riaze Cross-Training Shoe Report abuse | Permalink By Amazon Customer - See all my reviews Report abuse | Permalink

User-centered Design

Design Process with UX Information

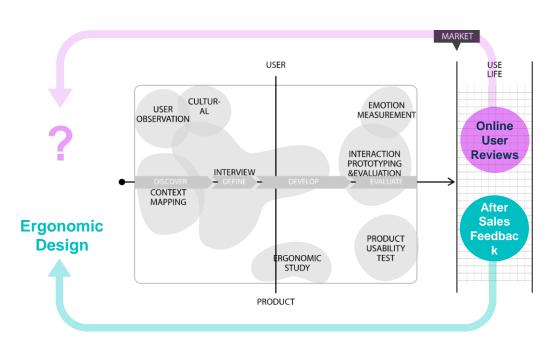


Related Background

Background

Van Kuijk. J, Kanis. H, Christiaans. H, Eijk D. V, Usability in Product Development Practice: After Sales Information as Feedback, Proceedings of IASDR 07 November 12-15, 2007, Hong Kong

After Sales UX data



Study Flow



User Review Analysis



Workshop with User Reviews

Study Flow



User Review Analysis

Goal: Reviews to extract to extract 'Experience of product-in-use' to confirm that they contain valuable information to inform a design process.



Workshop with User Reviews

3 Study 1 5 Discussion

Methodology: Product Selection & Data Collection

Bags

















Bicycles

2485 reviews











Shoes

290 reviews







Curtains

290 reviews







Methodology: Review Card Preparation

Review cards are color coded by each bags





2 Background

5 Discussion

3 Study 1



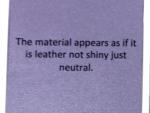










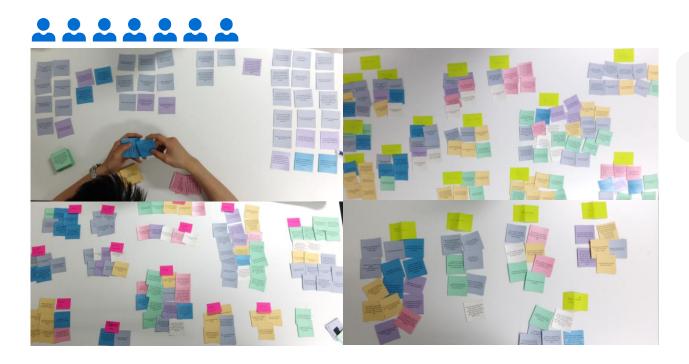


Big enough to hold all the essentials plus camera and water without being bulky.

This purse is always a conversation starter at the check out or in a restaurant.

Methodology: Card Grouping Methods

7 design students recruited to group the cards freely



- Card and post it was served
- Keyword on the post it

Result: Comparison

Sample 1	Sample 2	Sample 3	Final
Go well with clothes	Fits with wardrobe	Ability to match with clothing	Go well with clothes
Texture and material	Material Feeling	A11	Material looks Material Feels
Colors	Material Looks	Attractive Look	Overall Feelings Colors
Material Functionality	Material Durability		Material Functionality
Waterial Functionality	Easy to clean		
Strong strap Part	Strap	Quality / Durability	Strap / Handle Functionality
Easy to handle	Strap		Weight Functionality
Functional Accessories	Craftsmanship		Functional Accessorie
Opening method	Roominess	Size	Opening functionality
Size, fittings stuff lists	Roominess	Size	Size
Inner Compartments	Compartments	Inner Compartments	Inner Compartments
Social factors	Eccentric	Socially Attractive	Social Factors

Criteria

Environmental Harmony

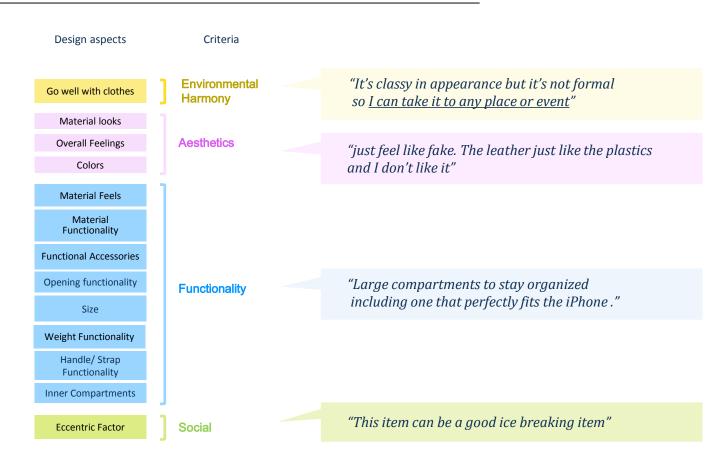
Aesthetics

Functionality

Social

2 Background 3 Study 1 5 Discussion

Result: Extracted Design Factors and Criteria_bag



3 Study 1

Result: Design Factors from other product groups

	Fashion item (Accessories)	Home furnishings	Performance item	Fashion item (apparel)
Environmental Harmony	Go well with clothes	Go well with room		Go well with clothes
		Seasonality		
Aesthetics	Material looks	Material Colors	Colors	Colors of shoe &
	Material Feels	Material Looks	Paint Quality	shoelace
	Overall Feelings	Material Feels	Instruction Usability	Overall Style
	Colors		Assembly Process	
			Packaging Quality	
	Material Functionality	Fabric Thickness	Frame	
	Strap / Handle	Material Functionality	Handle Bars	
	Functionality	Ironing & Cleaning	Pedals	Shoe Material
Functional	Weight Functionality	Tie-Up easiness	Seats	Shoelace Material
	Functional Accessories	•	Tires	
	Opening functionality	Size	Gear & Chains	Sole
	Size		Spokes & Rim	Insole Shaping
			Brakes	Insole Cushioning
	Inner Compartments		Size	Fitting & Size
Social			Light Weight	
Social	Social factors	Social factors	Accessories	Weight (Light)

Study Flow

3 Study 1

5 Discussion



User Review Analysis

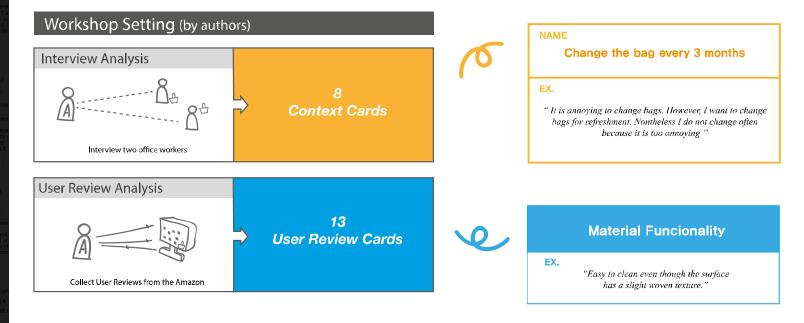


Workshop with User Reviews

Goal: to study the value of User Reviews to inform a design process for the design of new office lady office bags.

2 Background 4 Study 2

Methodology: Workshop Preparation





Methodology: Workshop Process

Workshop Process (with participants)



- 1 UX data Delivered (session A: Interview Card, Session B: interview card + User Review card)
- 2 Concept Ideation
- 3 Final Concept Decision & Visualization
- 4 Final Concept Presentation







Result: Effect of User Reviews on Design Output

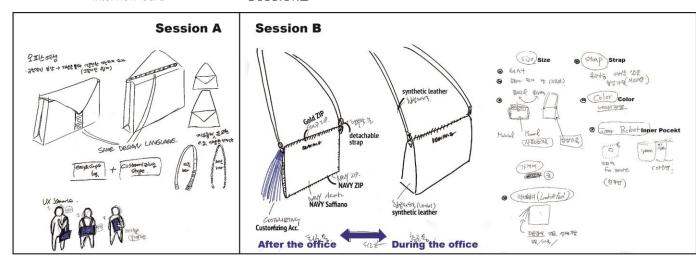
Workshop Results

4 Study 2

5 Discussion

Interview Card

Session B Interview Card + User Review Card



Result: Effect of User Reviews on Design Process

Key 3 Points

 During brainstorming, User Review Analysis help designers to consider the product aspects as well as the user's contexts.

B2: "Why not a bag that the user can change the thickness by folding it?"

B1: "That's also possible, like a paper bag."

B3: "But that does not make sense when we think about material aesthetics. If the leather is folded, there would be a crease."



Result: Effect of User Reviews on Design Process

Key 3 Points

 During brainstorming, User Review Analysis help designers to consider the product aspects as well as the user's contexts.

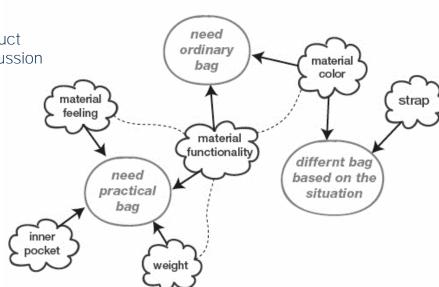
User Reviews help designers to find the need relationship between their need and product ordinary details, and mapped them during the discussion material bag color which bringing in-depth details. material feeling material functionality differnt bag need based on the practical situation bag inner Context data pocket weight User Review data



Result: Effect of User Reviews on Design Process

Key 3 Points

- During brainstorming, User Review Analysis help designers to consider the product aspects as well as the user's contexts.
- User Reviews help designers to find the relationship between their need and product details, and mapped them during the discussion which bringing in-depth details.
- User Reviews are used as checklist when they evaluate their concept.



Limitation



 Hard to retrieve demographics of the review population.



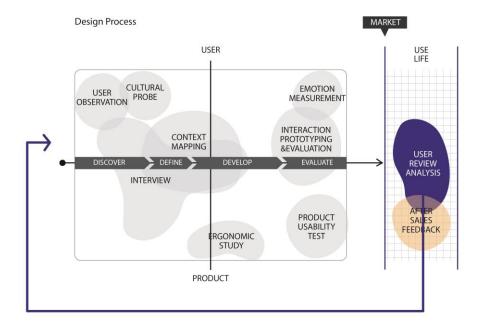
 Hard to filter out fake user reviews.



 Trust level of user review in Korea is very low



Inform the design of a **next-generation product**

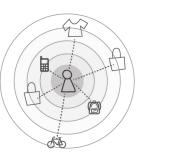


Since these User Reviews are suggestions on the outcome of a cycle of design process, starting another design cycle with these experience data in mind could develop an improved design.

5 Discussion

User Reviews as Product-centered Experience

USER-Centered Experience



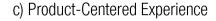
a) User-Centered Experience



b) Chop2Pot cutting board

PRODUCT-Centered Experience







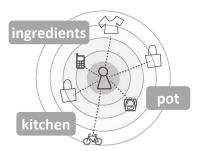
d) Index Cutting Board

5 Discussion

User Reviews as Product-centered Experience

- User is located at the counterpoint
- Interaction between the user and several different products around the user.

USER-Centered Experience







b) Chop2Pot cutting board

PRODUCT-Centered Experience







d) Index Cutting Board

2 Background **5** Discussion

User Reviews as Product-centered Experience

- Product is located at the counterpoint,
- Interaction with certain product from various different users.

USER-Centered Experience







b) Chop2Pot cutting board

PRODUCT-Centered Experience

ex. User Reviews





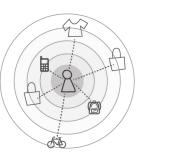


d) Index Cutting Board

5 Discussion

User Reviews as Product-centered Experience

USER-Centered Experience



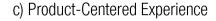
a) User-Centered Experience



b) Chop2Pot cutting board

PRODUCT-Centered Experience







d) Index Cutting Board

Machine Learning

- Big data analysis
- (Gamon et al., 2005; Kim & Hovy, 2006)

Service Design Area

- Accommodation sites
- Booking.com



*** Beautiful bag!, May 19, 2014 **** Wife Went Crazy... April 29, 2014 **Online User Reviews** as a Design Resource 2015.11.04 **IASDR 2015** Bokyung Lee, KAIST my DESIGNLAB Froukje Sleewijk Visser, TU Delft Daniel Saakes, KAIST wife Went Crazy.., April 29, 2014 **** So happy I purchased these., April 20, 2014