

1. Record Nr.	UNINA9910865263303321
Autore	Wei June
Titolo	Human-Centered Design, Operation and Evaluation of Mobile Communications : 5th International Conference, MOBILE 2024, Held As Part of the 26th HCI International Conference, HCII 2024, Washington, DC, USA, June 29-July 4, 2024, Proceedings, Part II
Pubbl/distr/stampa	Cham : , : Springer International Publishing AG, , 2024 ©2024
ISBN	9783031604874 9783031604867
Edizione	[1st ed.]
Descrizione fisica	1 online resource (333 pages)
Collana	Lecture Notes in Computer Science Series ; v.14738
Altri autori (Persone)	MargetisGeorge
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	<p>Intro -- Foreword -- HCI International 2024 Thematic Areas and Affiliated Conferences -- List of Conference Proceedings Volumes Appearing Before the Conference -- Preface -- 5th International Conference on Human-Centered Design, Operation and Evaluation of Mobile Communications (MOBILE 2024) -- HCI International 2025 Conference -- Contents - Part II -- Contents - Part I -- Mobile Commerce, Marketing and Retail -- Online Commerce and Beehive Adoption Services Through User-Centred Design: The MyHive Platform for Direct Beekeeper-Consumer Interaction -- 1 Introduction -- 2 Related Work -- 3 The Beehive Adoption Marketing Strategy -- 3.1 Benefits for Local Beekeepers -- 4 MyHive -- 5 Methodology: Research, Design and Evaluation -- 5.1 Research Phase -- 5.2 Design Phase -- 5.3 Evaluation -- 6 Discussion and Results -- References -- Research on Individualized Design of Youth Clothing Based on QFD Method -- 1 Introduction -- 1.1 Background -- 1.2 Purpose -- 2 Methods -- 2.1 Data Sources -- 2.2 Research Methodology -- 3 Building the House of Quality -- 3.1 Customer Requirements Acquisition and Arrangement -- 3.2 Importance of Customer Needs -- 3.3 Customer Needs and Design Requirements -- 4 Results and Analysis -- 4.1 House of Quality (HoQ) -- 4.2 Product Competitive Analysis -- 4.3 Product</p>

Design Analysis -- 5 Summary -- 5.1 Research Conclusions -- 5.2 Shortcomings and Prospects -- References -- Augmented Reality Marketing: Factors that Affect the Intention to Use a Virtual Try-on Mobile Application -- 1 Introduction -- 2 Theoretical Background -- 2.1 Augmented Reality -- 2.2 Technology Acceptance Model (TAM) -- 3 Methodology -- 3.1 Design and Data -- 3.2 Measures -- 4 Results -- 4.1 Descriptive Characteristics -- 4.2 Measurement Model -- 4.3 Structural Model -- 4.4 Hypotheses Testing -- 4.5 Additional Findings -- 5 Discussion -- 6 Conclusion.

6.1 Implications -- 6.2 Limitations and Further Research -- References -- Branded App Usability Study Focuses on Beverage Apps -- 1 Introduction -- 2 Background -- 3 Development and Study Procedure -- 3.1 Case Study -- 3.2 Design the Brand Identity -- 3.3 Branded App Development -- 3.4 Prototype of Branded App -- 3.5 Usability Study -- 4 Results and Findings -- 4.1 Pilot Study -- 4.2 Usability Test 1 -- 4.3 Usability Test 2 -- 4.4 Different Factors Affect Users' Behavior -- 5 Discussion -- 6 Conclusion -- References -- A Market-Ready Ecosystem for Publishing and Reading Augmented Books -- 1 Introduction and Related Work -- 2 Platform and Media Design -- 2.1 The Ecosystem -- 2.2 The a-book File Format -- 2.3 The a-book Player App -- 2.4 Professional Authoring of a Guide Book -- 3 Evaluation -- 3.1 Lab Study -- 3.2 Field Trial -- 3.3 Interview Survey -- 4 Discussion -- References -- Research on Tax Collection and Administration of Mobile Commerce Under Smart Taxation -- 1 Introduction -- 2 Mobile Commerce -- 2.1 The Implications of Mobile Commerce -- 2.2 The Necessity of Mobile Commerce Taxation -- 2.3 Tax Collection and Administration of Mobile Commerce -- 3 Smart Taxation -- 3.1 The Historical Development of Smart Taxation -- 3.2 The Connotation of Smart Taxation -- 4 The Application of Smart Taxation in Mobile Commerce Taxation -- 4.1 The Application of Data Technology in Mobile Commerce -- 4.2 The Suitability of Smart Taxation and Mobile Commerce -- 5 Conclusion and Suggestion -- References -- Interactive Elements in E-commerce Live Streaming: Key Influencing Factors in Consumer Purchase Decisions -- 1 Introduction -- 2 Research Framework and Hypotheses -- 2.1 The Impact of Live Streaming Characteristics on Purchase Intentions -- 2.2 The Impact of Consumer Satisfaction on Purchase Intentions -- 2.3 The Mediating Role of Consumer Satisfaction.

2.4 Theoretical Model Building -- 3 Research Methodology -- 4 Reliability and Validity -- 4.1 Reliability and Validity -- 4.2 Hypothesis Testing -- 5 Discussion -- 6 Limitations -- References -- Prediction and Analysis of Mobile Phone Export Volume Based on SVR Model -- 1 Introduction -- 2 Literature Review -- 2.1 Support Vector Regression and Prediction -- 2.2 Export Forecast -- 2.3 Support Vector Regression and Export Forecast -- 3 Methodology -- 3.1 Support Vector Machine -- 3.2 Support Vector Regression -- 3.3 Kernel Function -- 3.4 Linear Control Model (ARIMA Model) and Prediction Ideas -- 3.5 Accuracy Test Method -- 4 Experimental Process -- 4.1 Data Acquisition -- 4.2 Data Pre-processing -- 4.3 Selection of Kernel Function -- 4.4 Parameter Optimization and Prediction -- 4.5 Precision Measurement -- 5 Results and Analysis -- 5.1 Outcome Evaluation -- 5.2 Accuracy Evaluation -- 6 Conclusion and Suggestion -- References -- Research on the Taxation of Mobile Commerce Digital Assets -- 1 Introduction -- 2 Overview of Digital Assets in the Context of Mobile Commerce -- 2.1 The Concept of Digital Assets -- 2.2 Composition of Mobile Commerce Digital Assets -- 2.3 Features of Mobile Commerce Digital Assets -- 3 Prerequisites for Taxation of Mobile Commerce Digital Assets -- 3.1 Definition of Mobile Commerce Digital Assets -- 3.2

Value-Based Data Elements of Mobile Commerce Based on Value Chain Theory -- 4 The Dilemma of Taxation of Mobile Commerce Digital Assets -- 4.1 Confirmation of Ownership of Mobile Commerce Digital Assets -- 4.2 Valuation of Mobile Commerce Digital Assets -- 5 Policy Recommendations -- 5.1 Suggestions for Confirming the Ownership of Mobile Commerce Digital Assets -- 5.2 Recommendations on Taxation of Mobile Commerce Digital Assets -- 6 Epilogue -- References.

Analysis of Food Safety Issues in Cross-Border Mobile E-commerce Platforms Based on BTM-Taking Amazon US User Reviews as an Example -- 1 Introduction -- 2 Literature Review -- 2.1 Research on Thematic Modeling -- 2.2 Research on Cross-Border E-commerce Food Safety Issues -- 3 Research Design -- 3.1 Research Framework -- 3.2 Research Process -- 3.3 BTM Thematic Model Parameter Settings -- 4 Empirical Analysis and Discussion -- 4.1 Thematic Intensity Analysis -- 4.2 Thematic Area Analysis -- 4.3 Thematic Structure Analysis -- 4.4 Types and Regulatory Attribution of Food Safety Problems -- 4.5 Recommendations for Relevant Regulators -- 5 Conclusions and Outlook -- 5.1 Research Summary and Findings -- 5.2 Research Limitations and Directions for Improvement -- References -- Mobile Security, Privacy and Safety -- Voyager: Crowdsource Application for Safe Travelling Experience -- 1 Introduction -- 2 Background and Related Works -- 2.1 Related Research -- 2.2 Related Applications -- 3 Design -- 3.1 System Perspective -- 3.2 Use Case Diagram -- 3.3 Colour Theme -- 3.4 Design Rules -- 3.5 Hi-Fi Prototype -- 4 Implementation -- 4.1 System Overview -- 4.2 System Architecture -- 4.3 Search Implementation -- 4.4 Review -- 4.5 Recommendation Engine -- 5 Application Walkthrough -- 5.1 Main -- 6 Study on Intention to Use -- 6.1 TAM Model -- 6.2 ISSM Model -- 6.3 Questionnaire -- 6.4 Results and Analysis -- 6.5 Measures -- 7 Conclusion and Future Work -- References -- Cyber Risk Assessment Approach in Connected Autonomous Vehicles -- 1 Introduction -- 2 Literature Review -- 3 Research Model -- 4 Conclusion -- 5 Future Research Considerations -- References -- ChatAlone: An Anonymous Messaging Application for Enhanced Privacy and Open Communication -- 1 Introduction -- 1.1 Project Purpose -- 1.2 Project Scope -- 2 Related Works -- 2.1 Bridgefy -- 2.2 Briar. 2.3 FireChat -- 2.4 Comparison -- 3 Methodology -- 3.1 Bluetooth -- 3.2 Flutter -- 3.3 Hive -- 3.4 Message Packet -- 3.5 Image Byte Converter -- 4 ChatAlone: Anonymous Communication -- 4.1 Anonymous Communication -- 4.2 Platform of Possibilities -- 5 Design -- 5.1 Testing of Scenarios -- 6 Risk and Management -- 6.1 Power of Being Anonymous -- 6.2 Losing Credibility -- 6.3 Bluetooth Range -- 7 Conclusion -- 7.1 Future Works -- References -- Mobile User Experience and Design -- Automating Mobile App Review User Feedback with Aspect-Based Sentiment Analysis -- 1 Introduction -- 2 Previous Work -- 2.1 Sentiment Analysis -- 2.2 Aspect-Based Sentiment Analysis -- 3 Research Method -- 3.1 Triplet Definition -- 3.2 ABSA Model Selection -- 3.3 Data Sampling -- 3.4 Data Processing -- 3.5 Training and Testing -- 4 Results and Discussion -- 4.1 PyABSA Results -- 4.2 Discussion -- 5 Conclusion -- 5.1 Limitations -- 5.2 Future Work -- References -- The Differences of Choice Preference on WeChat Mini Program and Native Apps Between Utilitarian and Hedonic Programs -- 1 Introduction -- 2 Theoretical Backgrounds -- 2.1 User Experience Theory -- 2.2 Hedonic vs. Utilitarian Product -- 2.3 Consumer Preference Theory -- 3 Research Methodology -- 3.1 Overview of Current Research -- 4 Results -- 4.1 Demographic Analysis Results -- 4.2 Reliability and Validity -- 4.3 Main Verification

-- 5 Discussion -- 6 Limitations and Future Research Directions --
References -- Study on User Experience Evaluation and Enhancement
of Library Mobile Information Services -- 1 Introduction -- 2
Construction of Evaluation Model Based on User Experience -- 2.1
Overview -- 2.2 Concept Definition -- 2.3 Model Construction -- 2.4
Questionnaire Survey -- 3 Date Analysis -- 3.1 Background Analysis --
3.2 Reliability Analysis -- 3.3 Validity Analysis -- 3.4 Weight Analysis.
3.5 Classification of Experience Dimensions.
