

# Ke MA

Ph.D. in Design | School of Design, Hunan University, Changsha, China  
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## RESEARCH INTERESTS

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User perception and preferences | Availability of information systems | Human-computer interaction and experience design | Design research methods | Product-service system design

## EDUCATION

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**Ph.D. in Design** June, 2024

School of Design, Hunan University, Changsha, China

- Advisor: Prof. Renke He
- Thesis: Research on Social Compensation Design for Older Users

**M.Eng in Industrial Design Engineering** June, 2018

School of Design, Hunan University, Changsha, China

- Advisor: Prof. Renke He
- Thesis: Product Design and Development of Intelligent Integrated Stove for OuLin Co.Ltd

**B.A in Industrial Design** June, 2014

School of Design, Hunan University, Changsha, China

## ACADEMIC EXPERIENCE

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**Visiting Scholar** November, 2020 — November, 2021

Design Department, Politecnico di Milano, Milano, Italy

- Advisor: Prof. Carlo Vezzoli; Prof. Francesco E. Guida

**Visiting Student** January, 2016 — July, 2016

College of Design, Shih Chien University, Taiwan, China

- Advisor: Prof. Wanru Chou

## PROJECTS

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**Intelligent Product-service System and User Experience** September, 2020 — February, 2022

I was the host

- Hunan Provincial Innovation Foundation for Postgraduate (No. CX20200425)
- This study was funded by Hunan Provincial Department of Education

**Interaction Design of AI Products from the Perspective of Cultural Tradition** July, 2019 — September, 2021

I was involved

- Ministry of Education Humanities and Social Sciences Research - Youth Fund Project (19YJC760075)
- This study was funded by Ministry of Education of China

**Self-service Beverage Machine Design Project** March, 2021 — September, 2021

I was involved

- Works at POLIMI. My design proposal was selected for proofing and further production

## PUBLICATIONS

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### Journal Papers

- **Ma, K.** (2024). Development of an extended TAM model for enabling online social experience with smart home displays for older adults. *The Design Journal*, 1–12. <https://doi.org/10.1080/14606925.2024.2313290>. (**AHCI**) ([Link](#))
- **Ma, K.**, Gao, M., Guida, F. E., He, R. (2023). Understanding the influencing factors and mechanism of social compensation for Chinese older adults using social media in the context of smart home: A qualitative analysis. *Frontiers in Public Health*, 11, 1–20. <https://doi.org/10.3389/fpubh.2023.1174920>. (**SCI/SSCI, JCR Q1, IF=5.2**) ([Link](#))
- Gao, M., **Ma, K.**, He, R., Vezzoli, C., Li, N. (2023). A Bibliometric Analysis of Sustainable Product Design Methods from 1999 to 2022: Trends, Progress, and Disparities between China and the Rest of the World. *Sustainability*, 15(16), 12440. <https://doi.org/10.3390/su151612440>. (**SCI/SSCI, JCR Q2, IF=3.9**) ([Link](#))

- **Ma, K.**, He, R., Zhang, J., Gao, M. (2021). Design of Sustainable Product-Service System Applied to Distributed Production of Food. *Packaging Engineering*, 42(14), 164-170+200. <https://doi.org/10.19554/j.cnki.1001-3563.2021.14.0190>. **(Chinese Core Journals)** ([Link](#))
- **Ma, K.**, He, R., Ma, C. (2020). Experience Design of Household Intelligent Sweeping Robot Based on Voice Interaction. *Packaging Engineering*, 41(18), 118-124. <https://doi.org/10.19554/j.cnki.1001-3563.2020.18.014>. **(Chinese Core Journals)** ([Link](#))

### Conference Proceedings

- **Ma, K.** Constructing a multi-dimensional social compensation design scale for older people within the framework of social media for smart homes. *HCI2024*. **(EI Engineering Index)** (Accepted)
- **Ma, K.**, Gao, M., Guida, F. E., He, R. (2023). Research on Influencing Factors of Elderly User Experience of Smart Home Social Software Based on Grounded Theory. In Q. Gao / J. Zhou (Eds.), *Human Aspects of IT for the Aged Population. HCI2023* (Vol. 14043, pp. 17-30). Springer Nature Switzerland. <https://doi.org/10.1007/978-3-031-34917-1>. **(EI Engineering Index)** ([Link](#))
- **Ma, K.**, He, R., Gao, M. (2022). Design for Product-Service System Innovation of the New Fresh Retail in the Context of Chinese Urban Community. In R. Francisco (Ed.), *Ergonomics In Design. AHFE2022* (Vol. 47, Issue 47, pp. 186-193). AHFE Open Access. <https://doi.org/10.54941/ahfe1001936>. ([Link](#))

### Patents

- **Ma, K.**, et al. (2023). A multi-functional self-service beverage machine. **ZL202222074812.3**. ([Link](#))
- **Ma, K.**, et al. (2022). A gaming mouse with audio function. **ZL202221941264.3**. ([Link](#))
- **Ma, K.**, et al. (2022). A projection tool to assist children in drawing. **ZL202221941263.9**. ([Link](#))
- **Ma, K.**, et al. (2022). An inflatable life-saving wheel hub auxiliary device. **ZL202221941260.5**. ([Link](#))
- Gao, M., **Ma, K.** (2022). A towel dryer. **ZL202221979770.1**. ([Link](#))

### AWARDS

#### Ph.D.

- In December 2020, I won the President's Scholarship for Doctoral Students at Hunan University.
- In November 2020, I was awarded the Outstanding Graduate Student Award at Hunan University for the 2019-2020 academic year.
- In November 2019, I won the Outstanding Graduate Student Award at Hunan University for the 2018-2019 academic year.
- In June 2019, I received a grant from the China Scholarship Council and went to the Politecnico di Milano in Italy for doctoral joint training.

#### Master

- In November 2016, I won the title of Outstanding Graduate Cadre of Hunan University from 2015 to 2016.
- In November 2015, I was awarded the Outstanding Graduate Student Award at Hunan University for the 2014-2015 academic year.
- In November 2015, I received the Outstanding Student Party Member of Hunan University from 2014 to 2015.

#### Undergraduate

- In October 2013, I won the undergraduate national scholarship.
- In October 2013, I was awarded the title of "Three Good Students" at Hunan University.

### TEACHING

#### Teaching Assistant

Prof. Marcelo Soares' course - Ergonomics in Design

September, 2018 — June, 2019

#### Teaching Assistant

Prof. Carlo Vezzoli's course - Method System Design for Sustainability for Clothing

April, 2021 — July, 2021

### OTHER PROFESSIONAL EXPERIENCES

#### Product Designer

Shenzhen TCL Industrial Research Institute Co., Ltd. Shenzhen, China

January, 2014 — June, 2014