



# More than Kimchi & Cash

## DESIGNING FOR CULTURAL IDENTITY

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# Problem

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Korean Americans in the United States are one group among many who are still developing their own culture.

# Problem

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Within this group, there is a disconnect that occurs between first generation parents and their children.

# Research

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14 in-person interviews, ages 14-26  
4 parents, in their 40's & 50's  
engaged in Korean American activities  
online surveys with also non-Koreans



*“Even if my child was born in America, I wanted her first food to be Korean.”*



Meanwhile, the older brother was walking about in his yard. He was thinking about the rice crop harvested that day. 'I should have given my brother a bigger share,' he said to himself. 'He just got married and needs to buy many things.'

Suddenly, he made up his mind. 'I know he won't take any share from me, so I'll just give him more rice without talking to him.'

바로 이 때, 형님도 혼자 마당을 거닐면서 낮에 있었던 일을 생각해 보았습니다.  
 '동생과 똑같이 벼를 나누어 가지다니, 그건 형다운 짓이 아니었어. 동생은 살림을 새로 시작했으니, 나보다 필요한 게 많을 거야.'  
 형님은 동생에게 벼를 더 주어야겠다고 마음을 먹었지만, 동생이 받지 않을 거라는 생각이 들었습니다.  
 '무슨 수가 없을까? 울지, 동생 몰래 벼단을 옮겨 놓자.'



"I will be the one to teach my grandchildren about Korean things."



KINDERGARTEN

GRADE

2ND GRADE

3RD GRADE

4TH GRADE

5TH GRADE

6TH GRADE

GRADE

8TH GRADE

9TH GRADE

10TH GRADE

11TH GRADE

12TH GRADE

*"I feel like I've changed so much since college, but they haven't had a glimpse into my world."*



*"I brainwashed them when they were children to marry a Korean girl."*



*"I guess you gravitate to people who look like you or have similar values."*



*"For me it's more shocking if someone is a Korean American and doesn't go to church."*

엄마 & 아빠,

9.1.03.

오늘 대여다주고 가셨는데, 글씨 ... 방을  
치우다가 갑자기 고마운 마음이 느껴드라구요.  
그래서 편지로 고맙다는 글을 쓰고 싶었어요.

두주동안 우람이랑 재밌은기시고 ...  
인재는 한국도 갖이 가고 Australia 도 들려야  
되겠네요 ...

머썸 간혹가 가 되어서 더머썸  
여행 보내줄게요 ... 우람이도 머썸 artist 가  
되서, 또 그때 되면, 책도 많이 들고 ...

그럼 Thank you ...  
“When my kids write letters to me in Korean, it shows they care - even if everything's misspelled.”

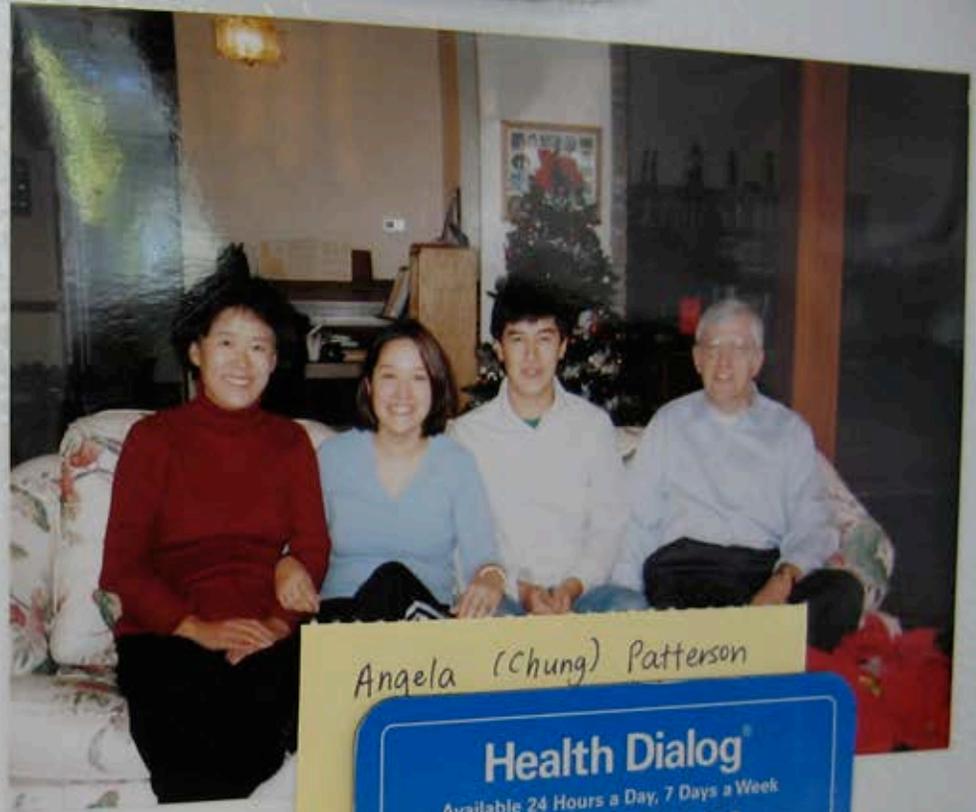


*"My sons only know the first line of the Korean national anthem, but they remember the melody."*



*"I want to know more about my kids than just what they eat and if they need more money."*

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Angela (Chung) Patterson

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For Hearing Impaired (TTY: 877-900-4304)



BlueCross BlueShield  
of Florida

*"For the SAT's, I checked the other box. I guess I'm Asian but don't know where Pacific Island is."*

1500  
MENU  
DAY 4  
DAY 5  
Breakfast

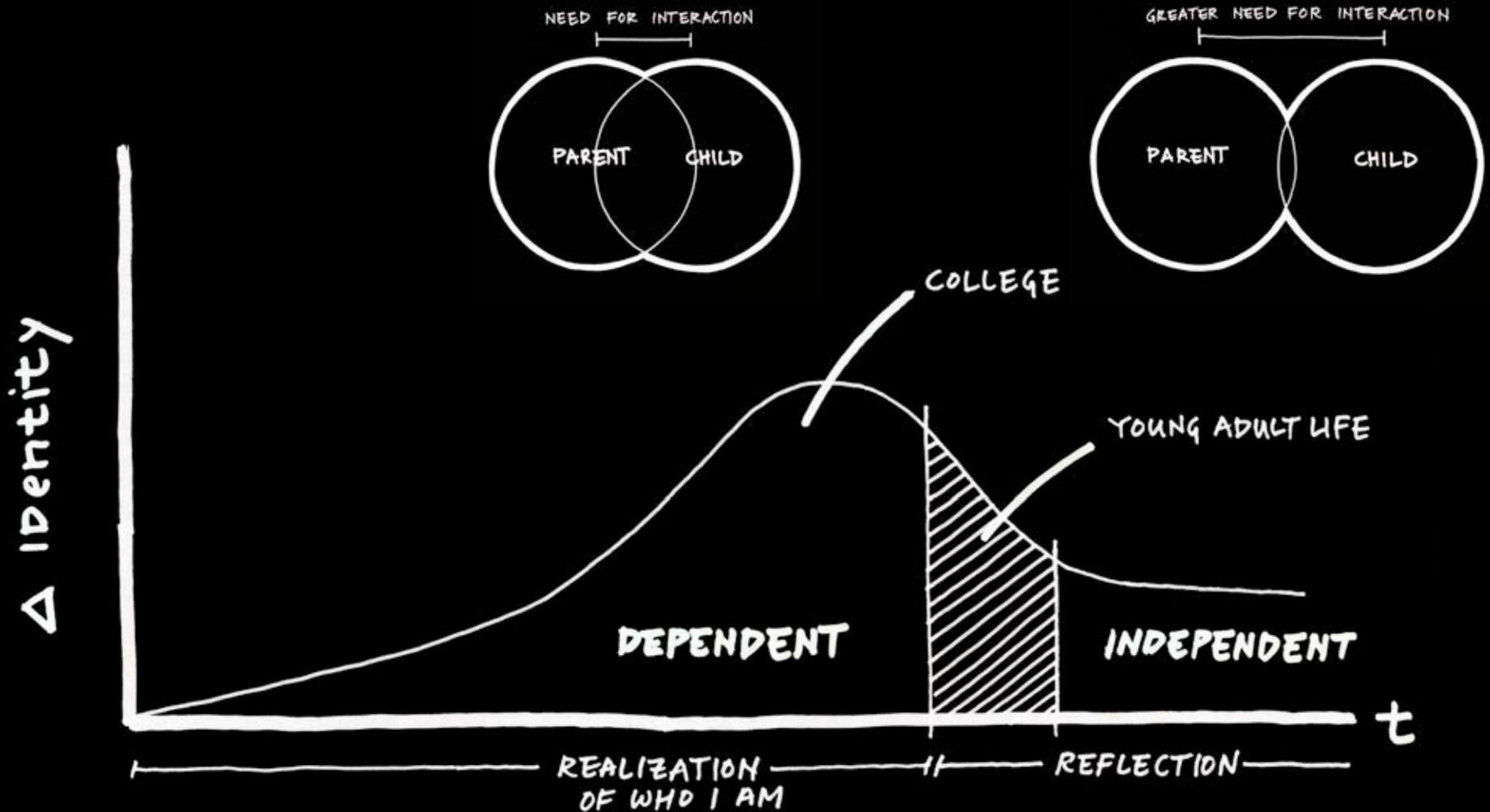
# What I've Learned

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As children go off to college, they undergo a transformation as they learn more about themselves and grow physically and emotionally.

# What I've Learned

## Identity Transformation



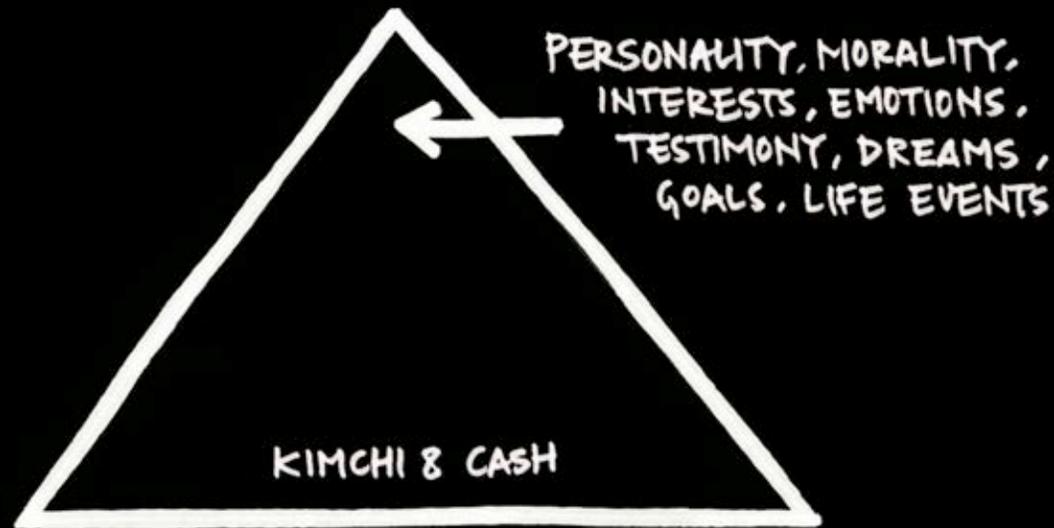
# What I've Learned

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During this time of self discovery, they develop new types of psychological and emotional needs.

# What I've Learned

## Psychological & Emotional Needs



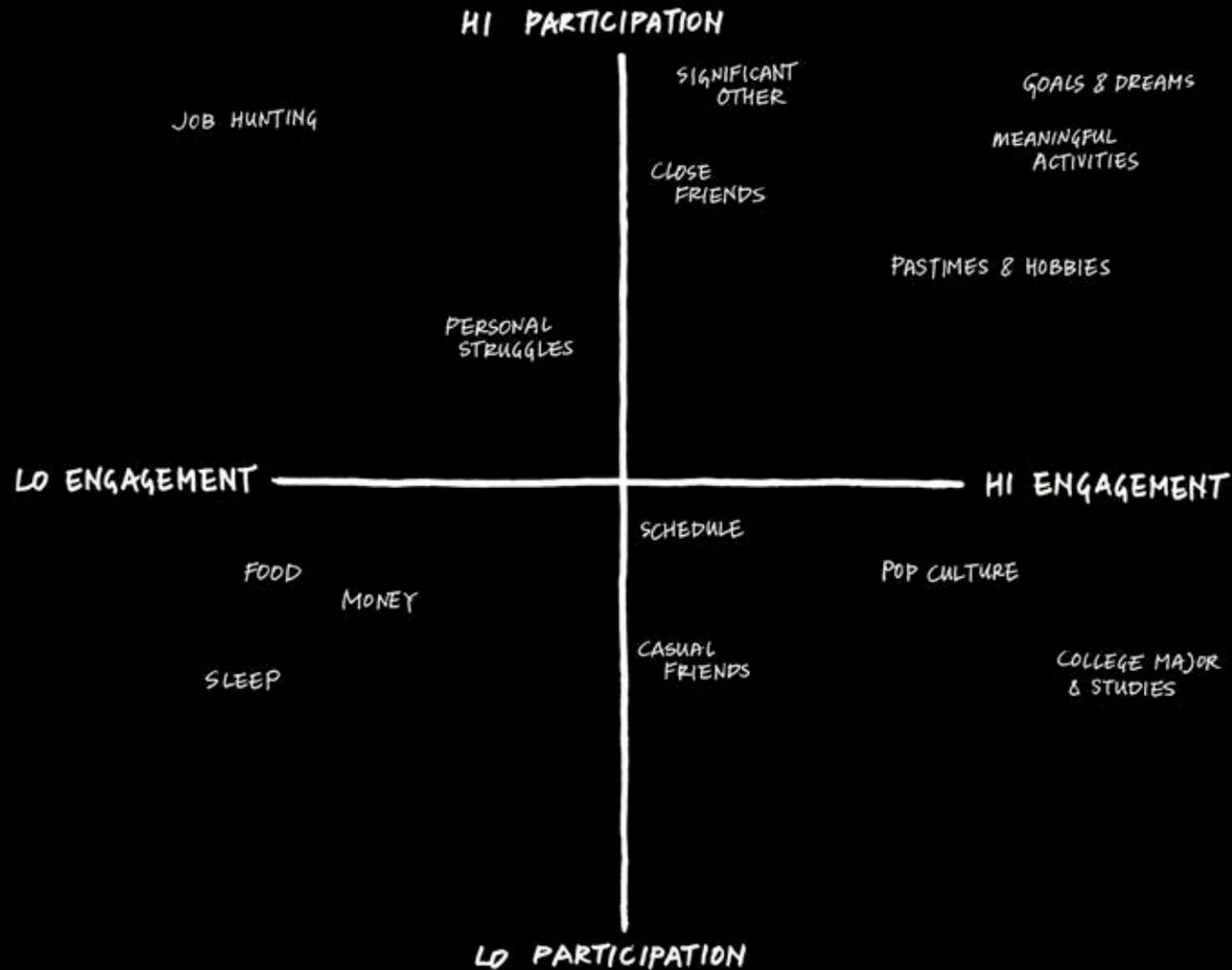
# What I've Learned

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From these needs, prominent themes were developed. To verify these themes, concepts were produced and presented to people.

# What I've Learned

## Themes

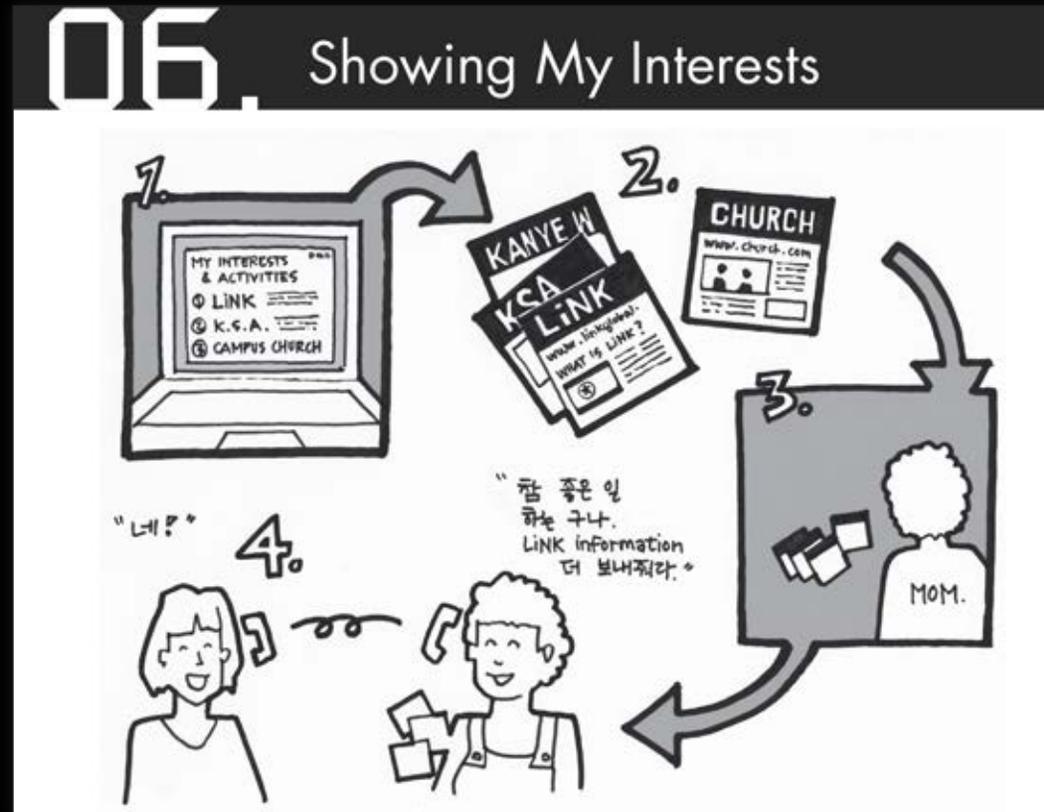


# Concept Validation

Ten concepts were generated and presented to 11 interviewees. Three were met with enthusiasm.

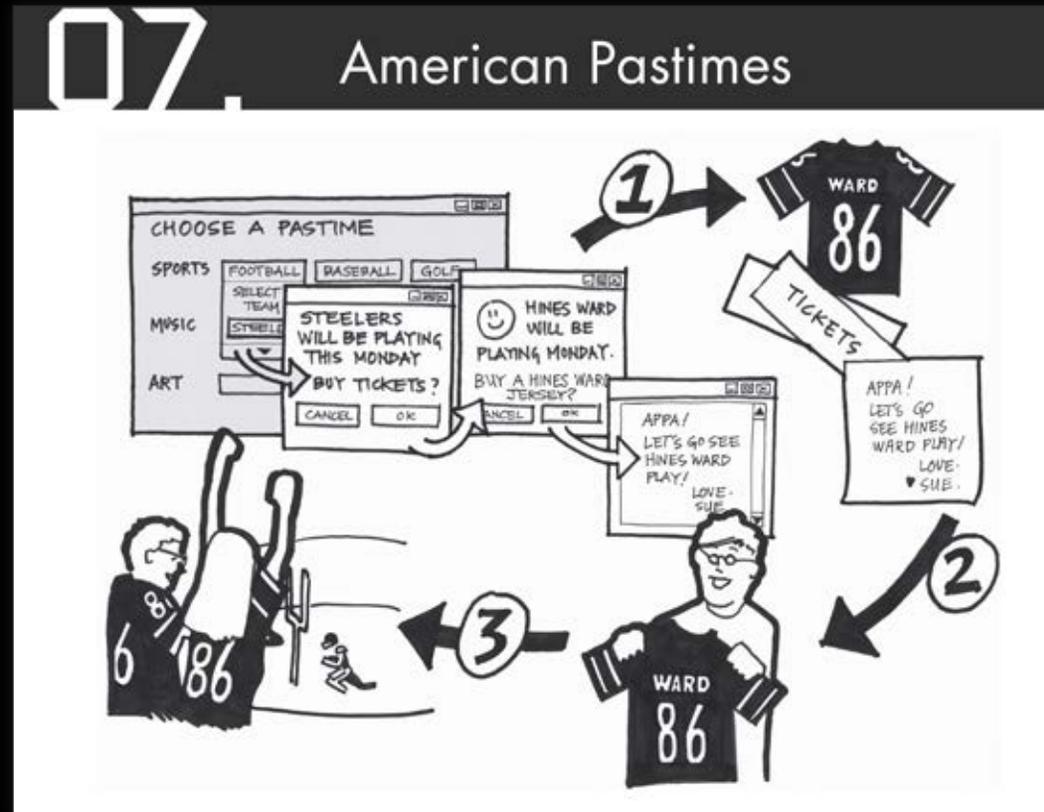


# Concept Validation



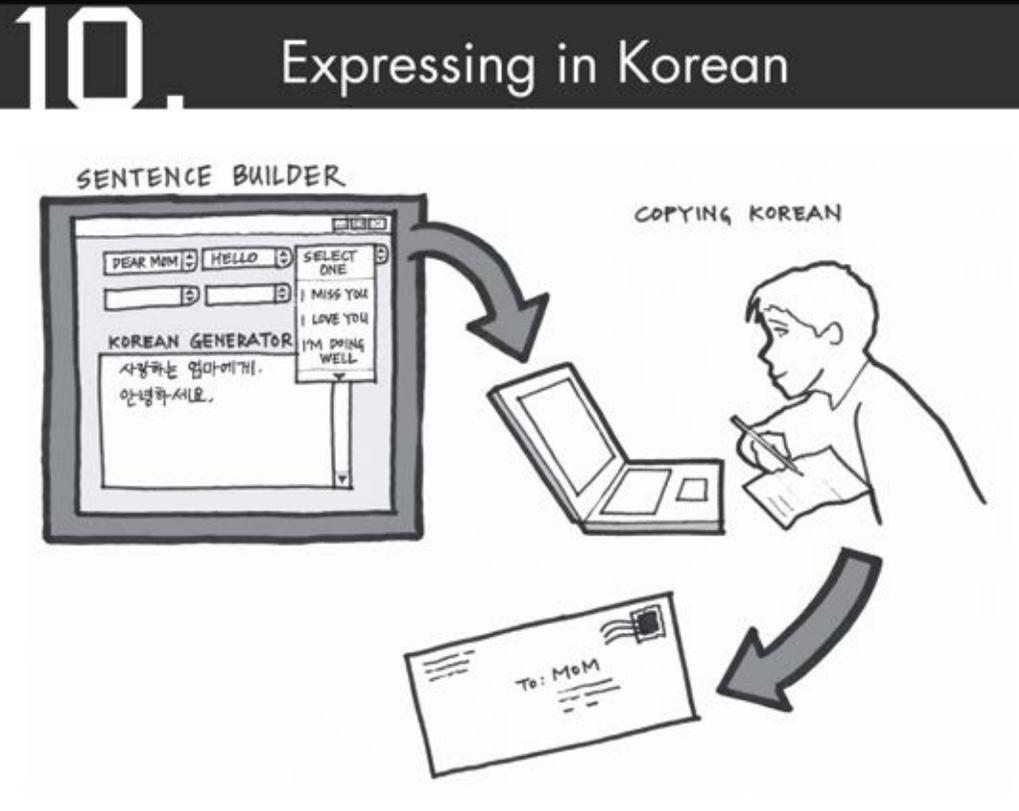
Provide an easy way to share interests with parents.

# Concept Validation



Provide opportunities to participate together in American pastimes.

# Concept Validation



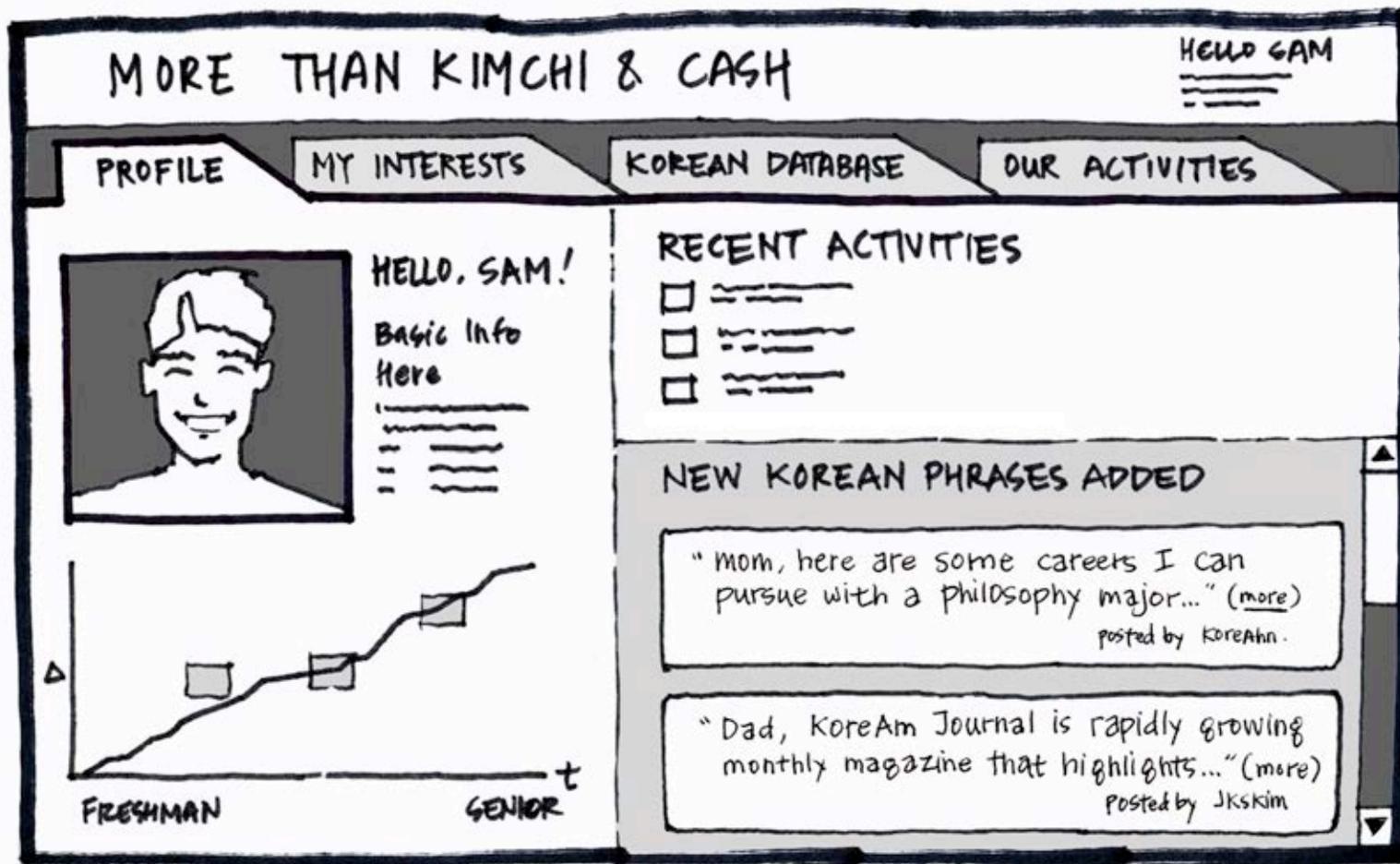
Facilitate sharing in Korean.

# Product & Scenario

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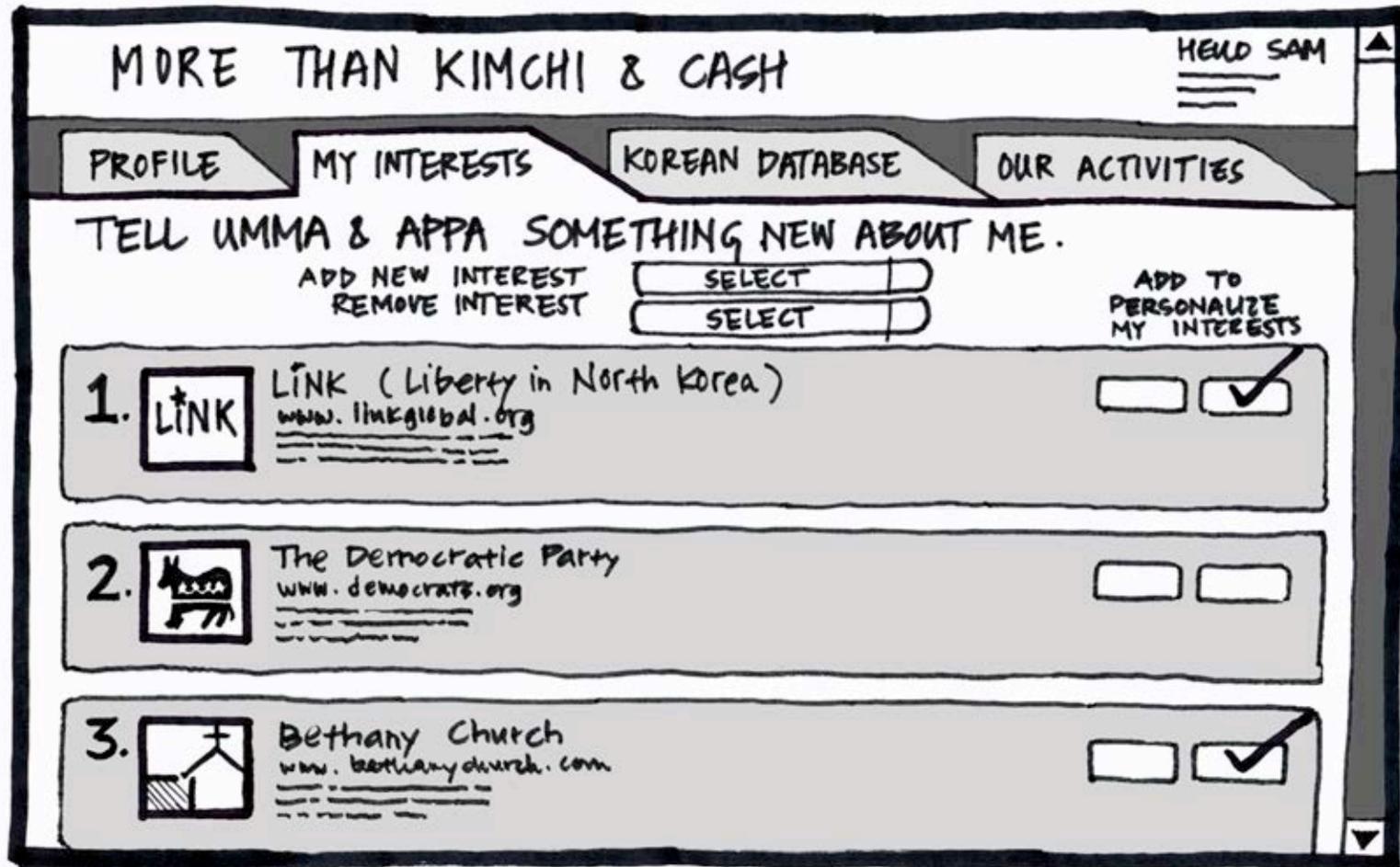
A service that enables children to send information about their interests and activities in hopes of creating meaningful conversation and shared experiences.

# Product & Scenario

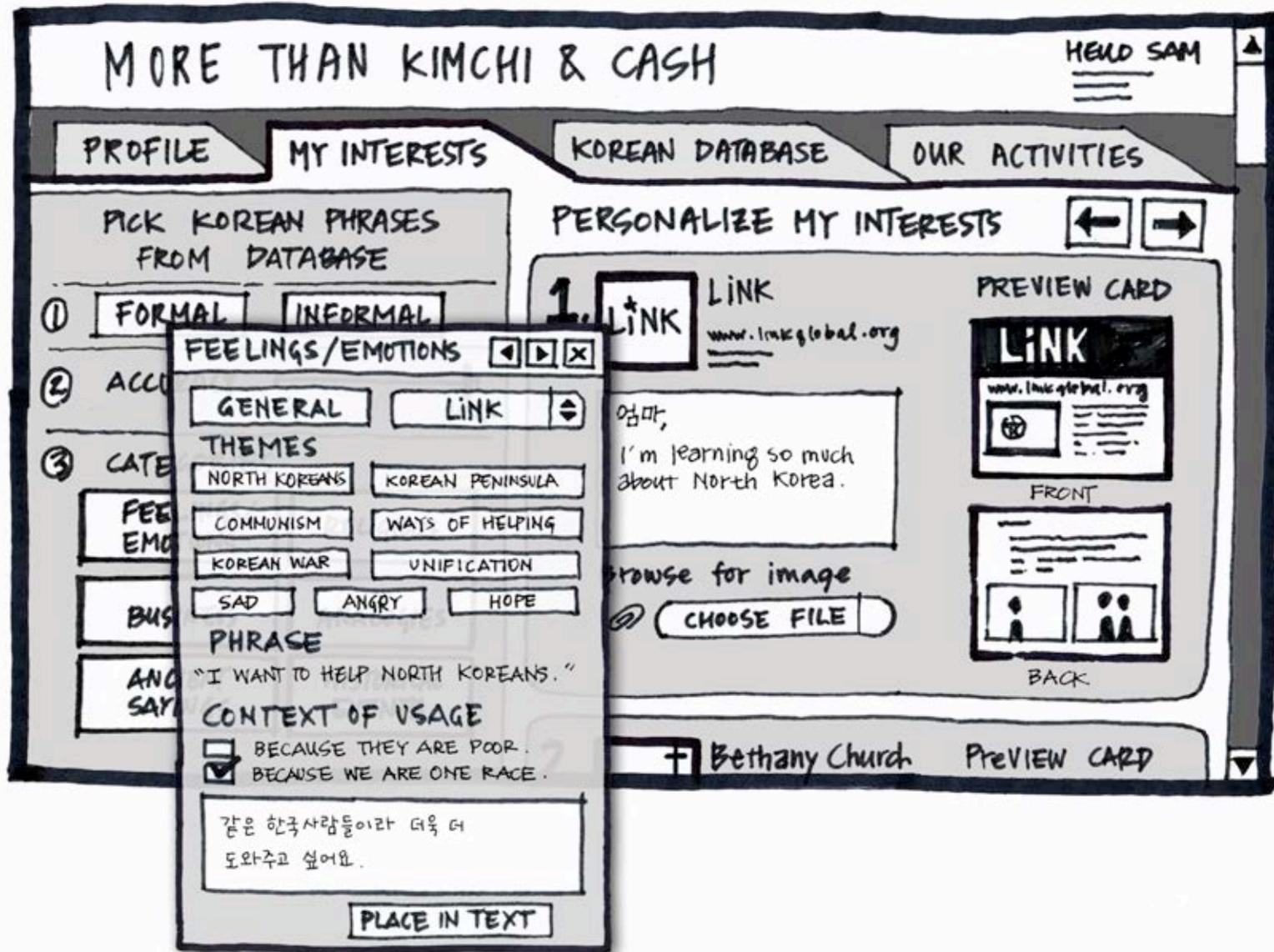


**Scenario:** Sam was a member of LiNK at his university but never had a chance to tell his parents about it. He logs onto the service. It shows his basic info, his change throughout college, his recent activities using the service, and some new Korean phrases added by the user community.

# Product & Scenario

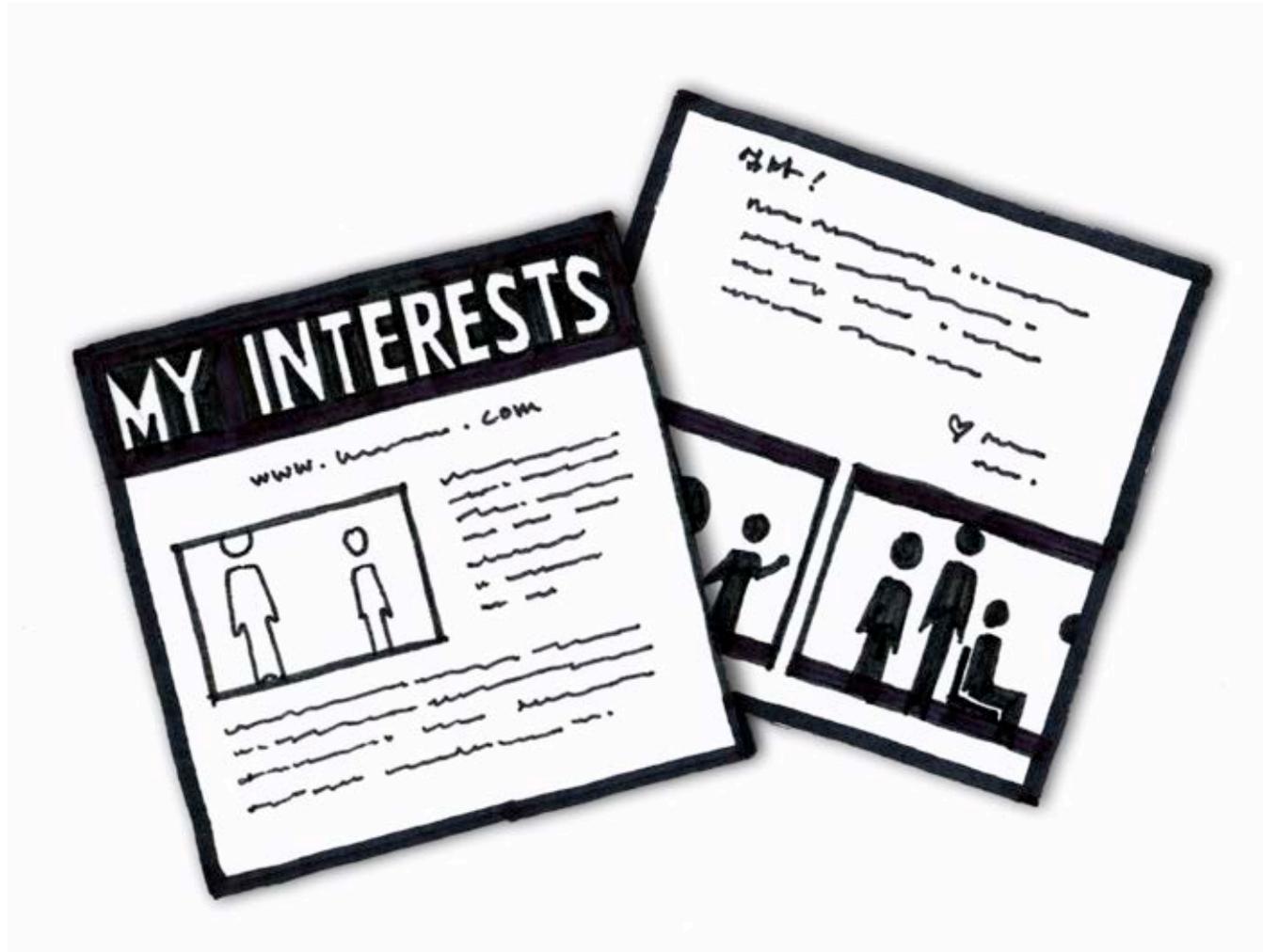


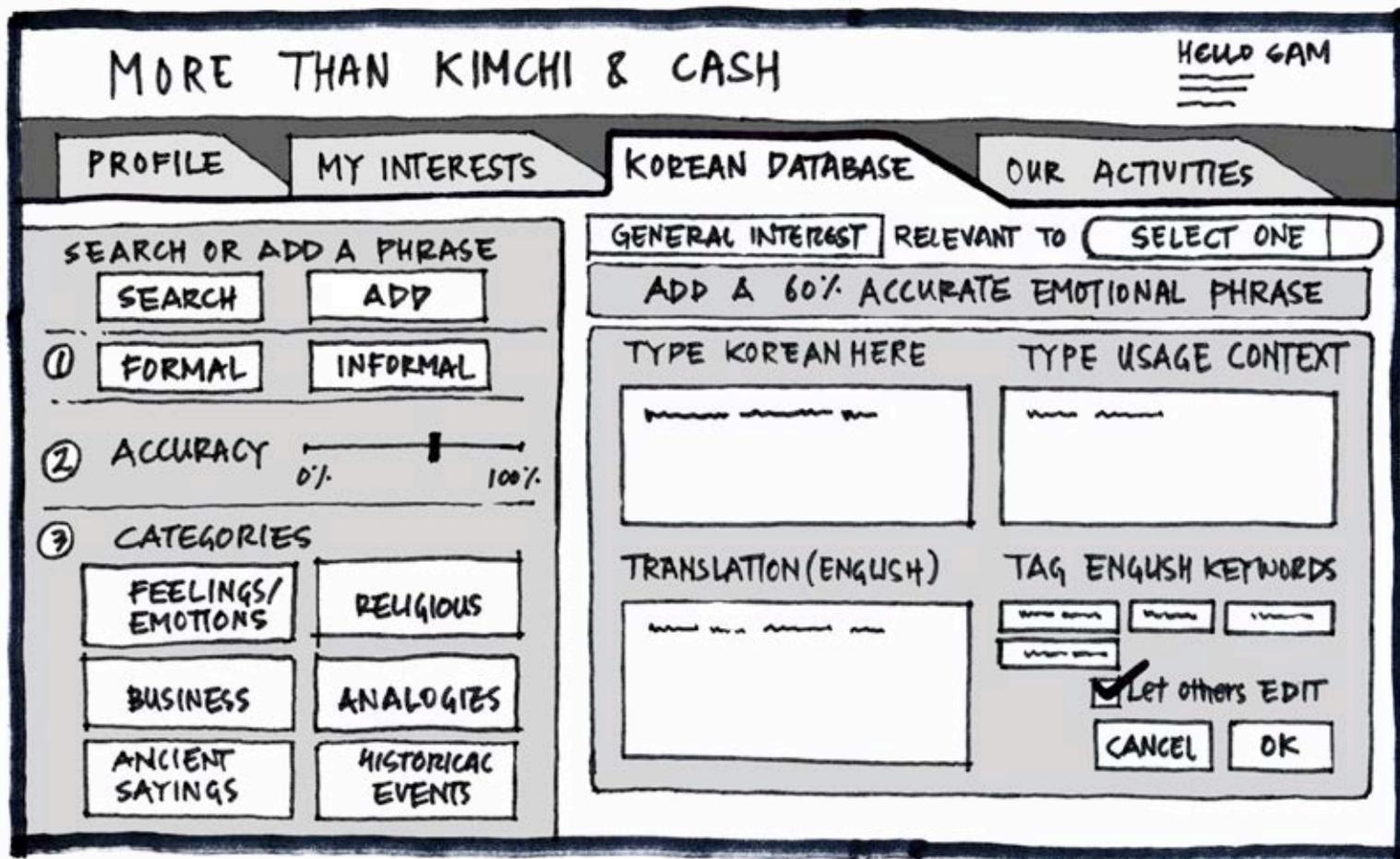
**Scenario:** He moves on to his interests page and checks off some interests to update his parents.



**Scenario:** He uses the Korean database to find a phrase that best fits his feelings and personalizes his message. He also adds images of his friends and him during a recent LiNK event to show his active involvement.

# Product & Scenario

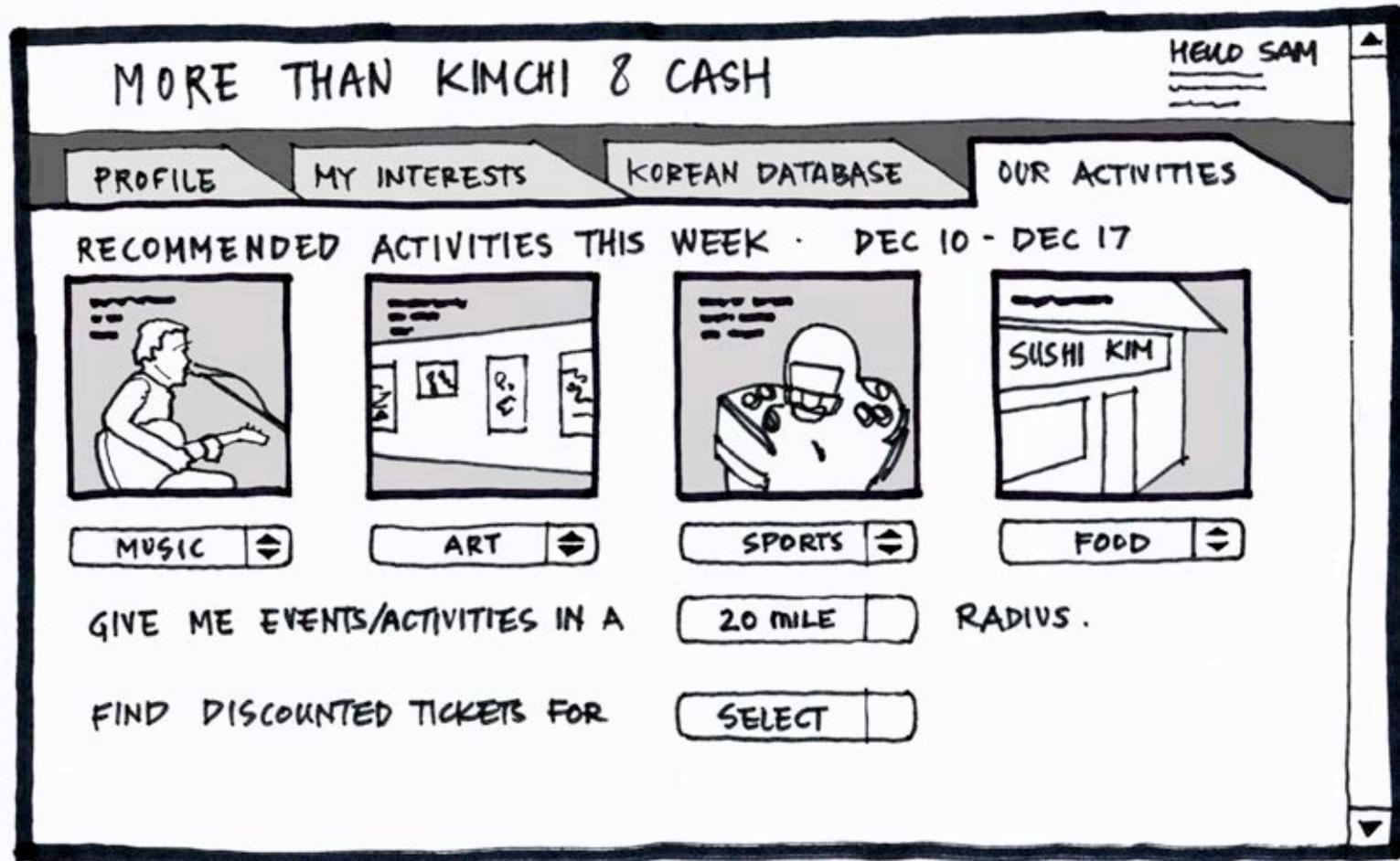




## Scenario:

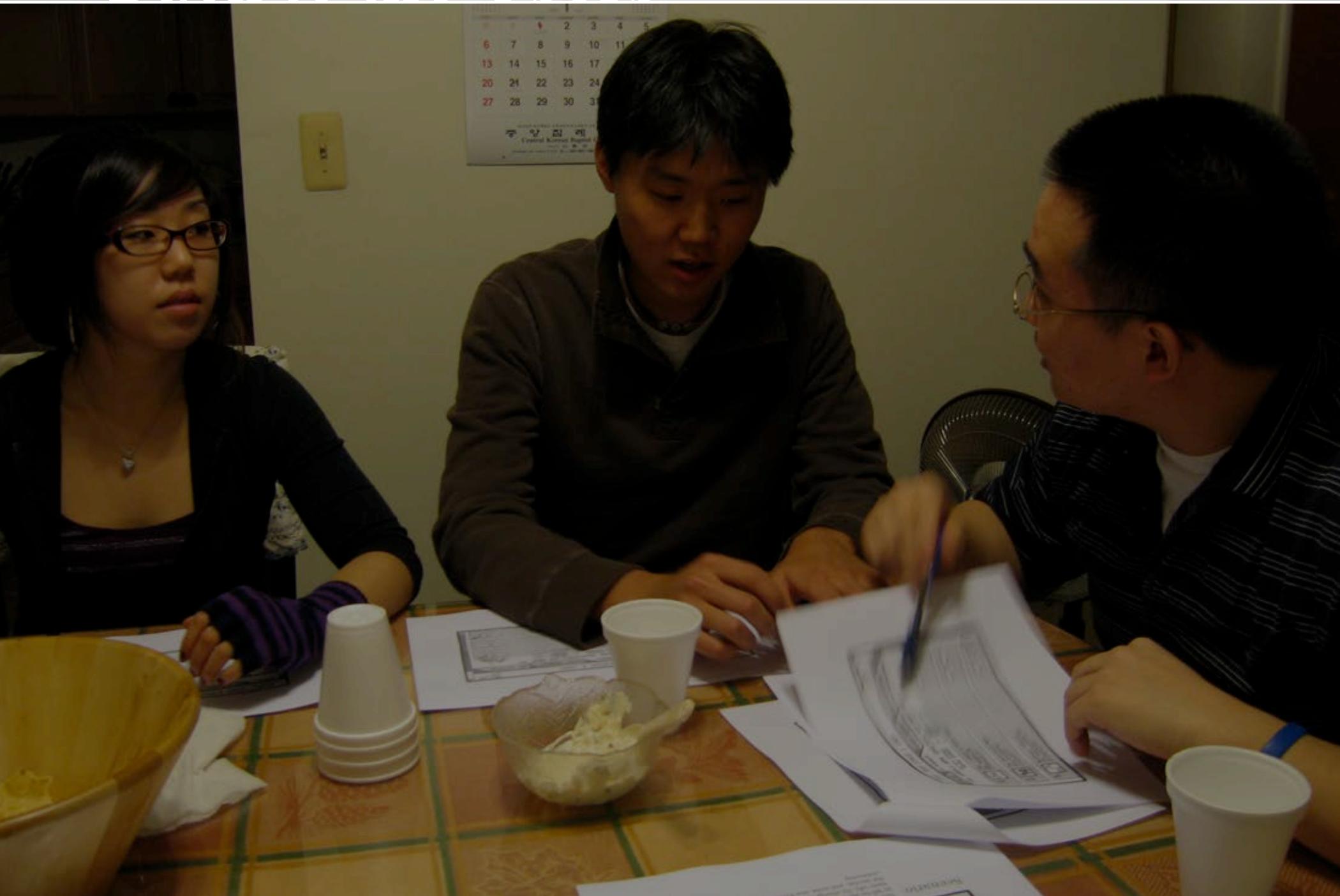
A few days later, his mother calls to say she got his card and expresses her concern for North Korea. She agrees that something must be done and asks Sam to send her more information about LiNK. Then, as a good mother, she tells him how he could have expressed some of the English on the message card in Korean. After the call, Sam logs onto the service and adds a new phrase his mother just taught him so that others can access the expression and even edit his rough Korean.

# Product & Scenario



**Scenario:** While he's still using the service, he checks to see if anything interesting is happening during that weekend. Maybe he'll go to a Steeler's game and have some *kalbi* with his family at Sushi Kim. If they're not interested, he could certainly ask his friends and also get a group discount.

# Back to the Users



# Next Steps













**예 불 문**

다 깨달고 나서  
이름을 바꾸고 불교를 믿는 사람도  
불교를 믿는 사람도  
불교를 믿는 사람도

**오분법칙 (2011-2012)**  
불교의 전통적인 가르침을 현대적으로  
재해석하여 불교의 본질을  
현대에 맞게 설명하고 있다.

**불교의 본질**  
불교의 본질은 무엇인가?  
불교의 본질은 무엇인가?  
불교의 본질은 무엇인가?

**사라비아의 사랑**

관자재보살 생김새에 따라 일대시 초현오근계  
공 도일체고의 사리와 죽을어금 공불이해 제  
죽시금 공죽시해 수살행의 역부에서 사라비아  
시해법공상 불생불멸 불구부정 부승불감 시고  
불공부해 부승불행시 부번이세불신제 부해성  
달이혹별 부번제 내지 부회해 부승성 역부  
부행전 내지 부노해 역부노수원 부고불멸도  
부지행후로 이혹소되고 보리살의 지번이해라  
있다 고일부가해 부가세고 부승공문 원지건도  
불상 구경불한 상해제를 피번이해라있다 고의  
아는다라살해보리 해 번이해라있다 시대  
신주 시대행주 서무살주 서무불공문 눈제일제  
고 만일불해 고일 번이해라있다주 죽살주말  
해 바라이해 바라승이해  
사라비아(2011)



신을 벗고 올라가세요  
Take off Shoes  
請脫鞋入內





**From departure to arrival,  
only dignified services for our dignified guests**

# Interaction Possibilities?



# More than Kimchi & Cash

DESIGNING FOR CULTURAL IDENTITY

Certain products have the power to shape cultural identity. Korean Americans in the United States are one group among many who are still developing their own culture. Within this group, there is a disconnect that occurs between first generation parents and their children. As children leave for college, communication further dwindles. This service explores interaction opportunities to enhance relations between Korean American parents and their children. There is also an opportunity for this product to be a platform for future products involving other cultural identities.

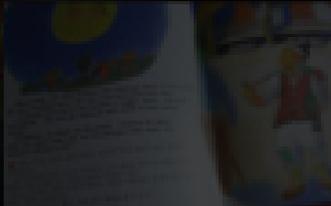
To understand the relationship between Korean American children and their parents, Michael Johnson interviews were conducted with Korean Americans and their parents. Their ages range from 14 to 75, and the first parents in the interviews are first generation parents in their late forties and early fifties.

I also attended events and engaged in activities in which Korean Americans participated. There is a strong desire here going to church to eating at home.

Secondary research included an online survey regarding social skills, stress in general, the family and how they spend their time. Research was done on their needs and interests at work.



"Even if my child was here in Korea, I cannot let her lead to be Korean."



"I will be the one to teach my grandchildren about Korean things."



"I feel like I've changed as much since college, but they haven't had a glimpse into my world."



"I remembered them when they were children to many of Korean go!"



"I guess you graduate to people who look like you or have similar values."

Please go to <http://kipworks.com> to see further development and progress.

## Research

**Analysis**  
As children go off to college, they undergo a transformation as they learn more about themselves and grow physically and mentally. During this time of self discovery, they develop new types of needs.

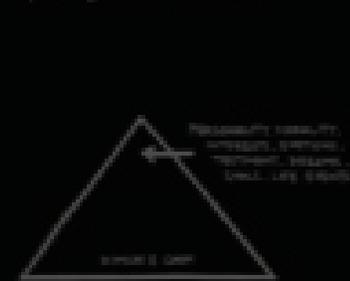
**Independent Issues**  
Like Maslow's hierarchy of needs, there are needs that meet the basic requirements and there are psychological and emotional needs. There is a rich opportunity to meet these needs after college when many Korean Americans are in a period of reflection.

From these needs, prominent themes were developed. To study these themes, surveys were produced and delivered to people.

### Identity Transformation



### Psychological & Emotional Needs



### Themes



## What I've Learned

Ten concepts were generated from the research and tested with seven interviewees. Three of the concepts were received with enthusiasm.

## Concept Validation

With Concept 06, respondents expressed a desire to tell parents their interests and also stated the concept would be more desirable if the information were delivered in Korean.

Concept 07 is about using the service to parents in an American context. Responses were positive, stating a desire for suggestions based on positively sanctioned activities as well as documents for each week.



# Platform Products

## More than Kimchi & Cash

Adaptation of the relationship between two cultures, communication is a process that occurs before for college, communication is for enhance children. As children have for college, communication is for enhance children. This service involves interactions opportunities for enhance children. There relations between Korean American parents and their children. There is also an opportunity for this product to be a platform for future products involving other cultural identities.

**Psychological & Emotional Needs**

**Themes**

**05 Showing My Interests**  
Provide an easy way to share interests with parents.

**07 American Pastimes**  
Provide opportunities to participate together in American pastimes.

**10 Expressing in Korean**  
Facilitate sharing in Korean.

**Applications**

The poster is a comprehensive project overview for a platform aimed at Korean American youth. It features a top section with a title and introductory text, followed by a grid of small images and quotes. Below this, there are three main conceptual diagrams: a Venn diagram, a triangle labeled 'Cultural Gap', and a 2x2 matrix. The 'Psychological & Emotional Needs' section lists 'Security, Stability, Connection, Support, Respect, Values, Goals, Life, Growth'. The 'Themes' section is a 2x2 matrix with 'Involvement' on both axes. The 'Applications' section shows three numbered cards (05, 07, 10) with icons and descriptions. At the bottom, there are five screenshots of the platform's user interface, each with a brief description of its function.

# Thank You

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Fall 2007 - Spring 2008

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### Research

Themes

### Psychological & Emotional Needs

PERSONALITY, IDENTITY, INTERESTS, EMOTIONS, PERSISTENCE, DREAMS, SOCIAL LIFE, EVENTS

### What I've Learned

Opportunity area

### Concent Validation

### Design Implications

### 06 Showing My Interests

Provide an easy way to share interests with parents

### 07 American Pastimes

Provide opportunities to participate together in American pastimes

### 08

### 09

### 10

MY INTERESTS

I want products for other culture as well

more all the better