

## Bibliography

- [Ada21] ADAM, H.: Social Media Marketing (SMM). (2021). <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- [Add18] ADDITIVE: 3D Printing Marvellous Models and Mock-ups. (2018). <https://www.additive-x.com/blog/3d-printing-marvellous-models-and-mockups/>
- [AG21] ALAN, F.; GARRY, R.: Logical Architecture Model Development. (2021). [https://www.sebokwiki.org/wiki/Logical\\_Architecture\\_Model\\_Development](https://www.sebokwiki.org/wiki/Logical_Architecture_Model_Development)
- [Agg19] AGGELOS, M.: Startup Idea Validation: 5 Successful Examples. (2019). <https://www.growthsandwich.com/resources/startup-idea-validation-examples/#hubspot>
- [Agi] AGILE, A.: Product Backlog. <https://bit.ly/35nns5K>
- [Agu17] AGUS: How to make professional Crowdfunding Videos. (2017). <https://wideo.co/blog/how-to-make-a-great-video-for-your-crowdfunding-campaign/>
- [Aha21] AHAM, S.: Writing Diary and it's Importance. (2021). <https://unlu.io/blog/writing-diary-and-its-importance>
- [AI] ANDREAS, G.; IPK, F.: Smart Hybrid Prototyping. <https://bit.ly/3GpTEIC>
- [Aid] AIDGRADE: What is a meta-analysis? <https://www.aidgrade.org/what-is-a-meta-analysis>
- [Aja21] AJA, F.: 12 Elevator Pitch Examples to Inspire Your Own [with Templates]. (2021). <https://blog.hubspot.com/sales/elevator-pitch-examples>
- [AK18] AHN, E.; KANG, H.: Introduction to systematic review and meta-analysis. In: *Korean journal of anesthesiology* 71 (2018), Nr. 2, S. 103
- [Ale17] ALEXANDRA, V.: TGoogle Chrome Beta Version 57 Adds ProgressiveWeb Apps Support. (2017). <https://bit.ly/3AZSMmS>

- 
- [Ale20] ALEX, P.: Prototype black line icon. Working example through which anew model or a new version of an existing product can be derived. Pictogram for mobile app. (2020). <https://www.alamy.com/prototype-black-line-icon-working-example-through-which-a-new-model-or-a.html>
- [Ale21] ALEKS, S.: Exploratives Prototyping. (2021). <https://www.aleksundshantu.com/wiki/prototyping-exploratives-modell/>
- [Ama] AMAZON, D.: Verstellbarer Ständer für Echo Show 5 (2. Gen.) – Dunkelblau. <https://rb.gy/vf73gf>
- [Amf13] AMFAM: Farm/Ranch Insurance. (2013). <https://bit.ly/3KG0zuv>
- [Amy21] AMY, P.: Best Practices When Writing Features. (2021). <https://test.io/resources/blog/best-practices-when-writing-features>
- [Ana20] ANA, D.: The Ultimate Guide to Designing (and Writing) a CompanyBrochure. (2020). <https://www.creatopy.com/blog/ultimate-guide-to-designing-company-brochure>
- [Ana21] ANASTASIIA, L.: What are Key Minimum Viable Product Examples andHow Can They Be Used? (2021). <https://mlsdev.com/blog/minimum-viable-product-examples>
- [And] ANDERS, T.: Feature Stub Design the smallest thing possible that mightinvalidate your hypothesis. <https://learningloop.io/plays/feature-stub>
- [And20] ANDREW, J. W.: Wicked Design and a New Model for ComplexProblem-Solving. (2020). <https://medium.com/swlh/wicked-design-and-a-new-model-for-complex-problem-solving-116bfb832d4d>
- [Ank16] ANKUR, K.: 5 Tips for Creating Effective Logical Architecture. (2016). <https://vedcraft.com/architecture/5-tips-for-effective-logical-architecture>
- [Ann12] ANNA, H.: Ouya console meets \$950,000 Kickstarter funding goal in 8hours. (2012). <https://bit.ly/3r5uNPL>
- [B19] B, M.: Specific Requirements of the Multicenter Trial. (2019). <https://symbiosisonlinepublishing.com/pharmacy-pharmaceuticalsciences/pharmacy-pharmaceuticalsciences95.php#References>

- 
- [Bak00] BAKER, M. J.: Writing a literature review. In: *The marketing review* 1(2000), Nr. 2, S. 219–247
- [Bek17] BEKKER, A.: 4 Types of Data Analytics to Improve Decision-Making.(2017).  
<https://www.scnsoft.com/blog/4-types-of-data-analytics>
- [Ben17] BENJAMIN, B.: Blended Prototyping. (2017). <https://bit.ly/3nJQjY9>
- [Ben21] BEN, W.: 15 beta flag best practices. (2021).  
<https://www.tiny.cloud/blog/beta-flag-best-practices/>
- [BF14] BONTE, A. D.; FLETCHER, D.: *Scenario-Focused Engineering: A toolbox for innovation and customer-centricity*. Microsoft Press, 2014
- [Bil] BILL, M.: Problem-Solving Model. <https://www.spcforexcel.com/knowledge/process-improvement/problem-solving-model>
- [BO20] BLAND, D. J.; OSTERWALDER, A.: *Testing business ideas: A field guide for rapid experimentation*. John Wiley & Sons, 2020
- [Böh18] BÖHMER, A.: *When digital meets physical-Agile innovation of mechatronic systems*, Technische Universität München, Diss., 2018
- [Bor20] BORIS, R.: Metro Gutschein August 2020 mit bis zu 30 Prozent Rabatt.(2020). <https://gutschein-zeitung.de/metro-gutschein-august-2020-mit-bis-zu-30-prozent-rabatt/>
- [Bru17] BRUCE, M.: How to Do a Competitive Analysis - 8 Simple Steps. (2017).  
<https://www.mmmatters.com/blog/how-to-do-a-competitive-analysis>
- [BUA16] BRENNER, W.; UEBERNICKEL, F. ; A: Design thinking for innovation. In: *Research and Practice* (2016)
- [Bur15] BURGE, S.: The systems thinking tool box. In: *Burge, Hughes, Walsh* (2015), S. 1–5
- [Bur22] BURT, C.: Experts weigh in on 2022: Colleges must start ‘operating more like businesses’. (2022), Jan. <https://universitybusiness.com/experts-weigh-on-2022-colleges-must-start-operating-more-like-businesses>
- [Bxn] BXNO: Ideas for your Startup Business.  
<http://bxno.de/ideas-for-your-startup-business>

- 
- [Cab21] CABALLERO, B.: What Are Customer Service Analytics? A Guide to Enhancing Customer Experience. (2021). <https://fitsmallbusiness.com/customer-service-analytics/>
- [cas] CASES, C. logo: Selling Private Label Products In 5 Steps. <https://www.customlogocases.com/blog/selling-private-label-products-in-5-steps/>
- [Chr20] CHRISTIANE, F.: 3 berühmte Design Thinking Beispiele aus der Praxis. (2020). <https://bit.ly/35NL4AI>
- [Cle] CLEM, O.: Role Playing. <https://www.designmethodsfinder.com/methods/role-playing>
- [Cli19] CLINT, F.: 8 Tips for Conducting Cognitive Walkthroughs. (2019). <https://blog.hubspot.com/service/cognitive-walkthrough>
- [Clo18] CLOUDIA: Gmail Ads – The No Email, Email Marketing. (2018). <https://www.creatopy.com/blog/gmail-ads/>
- [CNE21] CNET, H.: Elon Musk REVEALS Tesla Bot. (2021). <https://bit.ly/3AXdJih>
- [CQ11] CHUNYUAN, L.; QIONG, L.: PaperUI. (2011). <https://zdoc.pub/paperui-qiong-liu-fx-palo-alto-laboratory-3400-hillview-aven.html>
- [Cra] CRATEJOY: Coupon Best Practices — How to Make the Most of a Sale. <https://www.cratejoy.com/sell/blog/coupon-and-discount-best-practices/>
- [Cre20] CREATIO: WAS IST LOW-CODE? (2020). <https://www.creatio.com/page/de/low-code>
- [CUGS09] CRIME; (US), J. I.; GUEVARA, M. ; SOLOMON, E.: *Implementing evidence-based policy and practice in community corrections*. Citeseer, 2009
- [Dan20] DAN, T.-L.: Microsoft details future vision for Microsoft 365, from FluentDesign to proactive AI. (2020). <https://rb.gy/efbhkp>
- [Dar15] DARREL, I.: "Alpha software". A Dictionary of the Internet (3 ed.). (2015). <https://www.oxfordreference.com/view/10.1093/acref/9780191744150.001.0001/acref-9780191744150-e-95?rskey=VLB7Gk&result=2>

- 
- [Dav12] DAVE, G.: 30 Sekunden, die zählen: Dein Elevator Pitch. (2012).  
<https://www.startwerk.ch/2012/01/30/30-sekunden-die-zahlen-dein-elevator-pitch/#>
- [Dav15] DAVID, P.: Problem Solving Model. (2015).  
<https://ventureteambuilding.co.uk/problem-solving-model/#.Yh91-pYxm5d>
- [DE] DE, A.: COMPUTERGESTÜTZTE KONSTRUKTION CAD-Software.  
<https://www.autodesk.de/solutions/cad-softwareandhttps://www.autodesk.com/developer-network/certified-apps/cad-to-ar>
- [Den18] DENNY, Y.: James Dyson's 5217 failed Prototypes before he invent firstCyclone vacuum Cleaner DC01. (2018).  
<https://bit.ly/3tKOkXy>
- [Des] DESIGNPILOT: Camera Journal.  
<https://app.designpilot.io/tool-309-camera-journal>
- [Des19] DESIGN, A. B. B.: Validation Canvas. (2019). <https://www.designabetterbusiness.tools/tools/validation-canvas>
- [Die15] DIEGO, P.: Tips for a Successful Alpha Release: Focus on the EntireSolution, not Just the Software. (2015).  
<https://www.mindtheproduct.com/tips-successful-alpha-release-focus-entire-solution-not-just-software/>
- [Dir] DIRECTIVECONSULTING: What is an Ad Campaign?  
[shorturl.at/airNU](http://shorturl.at/airNU)
- [Dmi19] DMITRY, D.: How to Write a Press Release For A Product: DefinitiveGuide. (2019). <https://blog.justreachout.io/how-to-write-press-release-for-product/>
- [Dru] DRUMMOND, D. J.: ROUNDTABLE: JEREMY DRUMMOND, MEDPHARM; STEPHEN RODE, LONZA; AND TORKEL GREN, RECIPHARM . <https://www.ondrugdelivery.com/dosage-forms-roundtable-jeremy-drummond-medpharm-stephen-rode-lonza-and->
- [dsp] DSPACE: Functional Mock-up Interface (FMI).  
[https://www.dspace.com/en/inc/home/applicationfields/our\\_solutions\\_for/fmi\\_solutions.cfm](https://www.dspace.com/en/inc/home/applicationfields/our_solutions_for/fmi_solutions.cfm)
- [Eat] EATON: Cutouts. <https://rb.gy/s3c7jx>

- 
- [Ech18] ECHTERHOFF, B.: *Methodik zur Einföhrung innovativer Geschäftsmodelle in etablierten Unternehmen*, Dissertation, Paderborn, Universität Paderborn, 2018, Diss., 2018
- [EH18] ENGELMANN, D.; HERR, S.: Validation of a Mechanical Drive with Individual Wheel Control. In: *ATZoffhighway worldwide* 11 (2018), Nr. 1, S. 8–15
- [Eig05] EIGENES, W.: BlackBox. (2005).  
<https://www.biologie-seite.de/Biologie/Datei:BlackBox.png>
- [Ell10] ELLIS, P. D.: *The essential guide to effect sizes: Statistical power, meta-analysis, and the interpretation of research results*. Cambridge university press, 2010
- [Emi22] EMILY, W.: 10 of the Best Email Marketing Campaign Examples You’ve Ever Seen. (2022). <https://mailbakery.com/blog/best-email-marketing-campaign-examples/#section1>
- [ERCSS11] ENGE-ROSENBLATT, O.; CLAUSS, C.; SCHNEIDER, A. ; SCHNEIDER, P.: Functional digital mock-up and the functional mock-up interface-two complementary approaches for a comprehensive investigation of heterogeneous systems. In: *Proceedings of the 8th International Modelica Conference; March 20th-22nd; Technical Univeristy; Dresden; Germany* Linköping University Electronic Press, 2011, S. 748–755
- [Eri17] ERIC, M.: Imperfect Personas. (2017).  
<https://uxmastery.com/imperfect-personas/>
- [Eri20] ERIC, P.: 5 Competitive Research Best Practices for Outsmarting the Competition. (2020). <https://bit.ly/3LmpAuT>
- [Fab16] FABRICIO, T.: Adobe Experience Design CC, a new tool for UX (and other links this week). (2016). <https://rb.gy/hqpjzk>
- [Fai15] FAIR, S. . A.: Hourleaf - 20 Second Pitch. (2015).  
<https://rb.gy/wba7xf>
- [FC20] FRAGOMENI, G.; CHEN, J. Y.: *Virtual, Augmented and Mixed Reality. Design and Interaction: 12th International Conference, VAMR 2020, Held as Part of the 22nd HCI International Conference, HCII 2020, Copenhagen, Denmark, July 19–24, 2020, Proceedings, Part I*. Bd. 12190. Springer Nature, 2020

- 
- [FHA] FOCUS-HEFT-ABO: Wenn Sie ein Codewort kennen, müssen Sie nie mehr Hotline-Ansagen ertragen. <https://rb.gy/rbgu7j>
- [Fil] FILAMENTPREIS: 3D Drucker Material: Mit diesen Stoffen kann man drucken. <https://www.filamentpreis.de/3d-drucker-material/>
- [Fin] FINDER, D. M.: Morphological Charts.  
<https://www.designmethodsfinder.com/methods/morphological-chartsandhttps://www.designmethodsfinder.com/methods/cognitive-mapandhttps://www.designmethodsfinder.com/methods/letter-to-grandma>
- [Fli] FLIPSNACK: Free Online Brochure Maker.  
<https://www.flipsnack.com/digital-brochure>
- [Fou21] FOUNDATION, I. D.: How to Conduct a Cognitive Walkthrough. (2021).  
<https://bit.ly/3r74zfM>
- [FR16] FRANCHISEPORTAL-REDAKTION: Was ist eine Produktbroschüre? Aufbau Definition. (2016).  
<https://www.franchiseportal.de/definition/produktbroschuere-a-4962>
- [Fra] FRAUNHOFER, I.: X-in-the-Loop Entwicklungs- und Testumgebungen.  
<https://bit.ly/3rpQ7zE>
- [Gab18] GABRIEL, O.: No Money To Start Your Business? Here Is How To CrowdFund And Get Customers In The Process. (2018).  
<https://www.potentash.com/2018/04/07/finances-business-crowdfund-customers-process/>
- [Gar14] GARBUGLI, É.: *Lean B2B: Build products businesses want*. Étienné Garbugli, 2014
- [GBK10] GAUSEMEIER, J.; BRANDIS, R. ; KAISER, L.: Auswahl von Montageverfahren auf Basis der Produktkonzeption. In: *J. Gausemeier, F. Ramming, W. Schäfer und A. Trächtler (Hg.): 7. Paderborner Workshop-Entwurf mechatronischer Systeme* Bd. 18, 2010, S. 2010
- [GDP<sup>+</sup>18] GAUSEMEIER, J.; DUMITRESCU, R.; PFÄNDER, T.; STEFFEN, D. ; THIELEMANN, F.: *Innovationen für die Märkte von morgen: strategische Planung von Produkten, Dienstleistungen und Geschäftsmodellen*. Carl Hanser Verlag GmbH Co KG, 2018

- 
- [Gen17] GENARO, P.: What Is 3D Prototyping? – Simply Explained. (2017).  
<https://all3dp.com/2/what-is-3d-prototyping-simply-explained/>
- [Geo18] GEORG, A.: Backlog. (2018).  
<https://www.projektmagazin.de/glossarterm/backlog>
- [GFKY18] GAROUSI, V.; FELDERER, M.; KARAPICAK, C. ; YILMAZ, U.: Testing embedded software: A survey of the literature. In: *Information and Software Technology* 104 (2018), 07.  
<http://dx.doi.org/10.1016/j.infsof.2018.06.016>. DOI 10.1016/j.infsof.2018.06.016
- [GG13] GOPALAKRISHNAN, S.; GANESHKUMAR, P.: Systematic reviews and meta-analysis: understanding the best evidence in primary healthcare. In:  
*Journal of family medicine and primary care* 2 (2013), Nr. 1, S. 9
- [GGS21] GKATZIDOU, V.; GIACOMIN, J. ; SKRYPCHUK, L.: *Automotive Human Centred Design Methods*. De Gruyter, 2021
- [Gle13] GLEN, R.: Concept Gallery Created As Innovation Hub. (2013).  
<https://www.glenraven.com/innovation/blog/concept-gallery-created-as-innovation-hub/>
- [Gob06] GOBERVILLE, M.: Role of ICH GCP and Recruitment Strategies Training of Clinical Sites Staff in Successful Patient Recruitment Rates. (2006). [https://web.archive.org/web/20060202102901/http://www.ibpassociation.org/IBPA\\_articles/Role\\_of\\_ICH\\_GCP\\_and\\_Recruitment\\_Strategies\\_Training\\_of\\_Clinical\\_Sites\\_Staff\\_in\\_Successful\\_Patient\\_Recruitment\\_Rates.htm](https://web.archive.org/web/20060202102901/http://www.ibpassociation.org/IBPA_articles/Role_of_ICH_GCP_and_Recruitment_Strategies_Training_of_Clinical_Sites_Staff_in_Successful_Patient_Recruitment_Rates.htm)
- [Gra17] GRACE, J.: Basic UI/UX Design Concept Difference Between Wireframe, Prototype, and Mockup. (2017).  
<https://www.mockplus.com/blog/post/basic-uiux-design-concept-difference-between-wireframe-prototype>
- [GRLF<sup>+</sup>13] GAMA, S.; RINALDI, F.; LÓPEZ-FUENTES, A.; BALDERAS-MARTINEZ, Y.; CLEMATIDE, S. ; ELLENDORFF, T.: Assisted curation of growth conditions that affect gene expression in *E. coli* K-12., 2013
- [Gro20] GROUP, H.: Humanetics History. (2020).  
<https://humanetics.humaneticsgroup.com/about-us/history>



- 
- [GS112] GS1, G. G.: Best Practice Empfehlung für den Mobile Couponing Prozess in Deutschland. (2012). <https://silo.tips/download/best-practice-empfehlung-fr-den-mobile-couponing-prozess-in-deutschland>
- [Gte22] GTEC: g.EYEtracking Interface for EyeLink 1000 Plus. (2022). <https://www.gtec.at/2019/12/11/eyetracking-interface-for-eyelink-1000-plus/>
- [GVZM20] GEITZ, E.; VATER, C. ; ZIMMER-MERKLE, S.: *Black Boxes–Versiegelungskontexte und Öffnungsversuche Interdisziplinäre Perspektiven*. De Gruyter, 2020
- [Han20] HANNAY, C.: Tips, Practices, and Activities for Mindful Communication.(2020), Dec. <http://www.mindfulteachers.org/2020/03/mindful-communication.html>
- [Hat20] HATFIELD, S.: Learn about the Barebones PCB manufacturing process andyou might just use it to create your next project! (2020). <https://maker.pro/pcb/tutorial/how-to-use-the-barebones-pcb-service-for-fast-pcb-prototypes>
- [Hei18] HEIBECK, F.: Exploratory Prototyping in Product Design. (2018). <https://medium.com/a-view-from-above/exploratory-prototyping-in-product-design-6d89ff17f542>
- [Hel21] HELAL, A.: Systematik zur frühen Validierung der Realisierbarkeit von Produktideen mechatronischer Systeme. (2021)
- [hel22] HELP, S. T.: 10 Best Low-Code Development Platforms in 2022. (2022). <https://www.softwaretestinghelp.com/low-code-development-platforms/>
- [Her15] HERMANN, B.: Action-theoretical approaches. (2015). <https://slideplayer.org/slide/4987710/>
- [Hid19] HIDRÉLEY: 44 Hilarious Fake Gift Boxes That Will Seriously Confuse Your Friends. (2019). <https://rb.gy/tamffl>
- [Hiv19] HIVENTIVE: Open source virtual prototyping for faster hardware andsoftware co-design. (2019). <https://bit.ly/3rKPwZq>
- [HM95] HAWKINS, J.; MARK, R.: PalmPilot wooden model. (1995).<https://www.computerhistory.org/revolution/mobile-computing/18/321/1648>

- 
- [Hoc19] HOCHHEIM, H.: Kennzahlen der Messewirtschaft. (2019). <https://www.auma.de/de/zahlen-und-fakten/branchenkennzahlen>
- [Hom20] HOMMER, Z.: Barebone PCB: What Is It and How to Use? (2020). <https://www.wellpcb.com/special/barebone-boards.html>
- [Hoo14] HOOP, H. W. S. S. T.: Randomized Controlled Trials (RCTs): Methodological Briefs - Impact Evaluation No. 7, Methodological Briefs no. 7,. (2014). <https://www.unicef-irc.org/publications/752-randomized-controlled-trials-rcts-methodological-briefs-impact-evaluation.html>
- [HP87] HERMANN, A.; PRIESS, S.: *Computer aided selling:(CAS); Computereinsatz im Außendienst von Unternehmen*. Vahlen, 1987
- [IL] INMAGINE LAB, P. L.: Paper Bag packaging die cut template design. 3dmock-up. <https://rb.gy/8zjfys>
- [ind12] INDUSTRY design: Cyclone Pruners. (2012). <https://www.design-industry.com.au/cyclone-pruners>
- [Inf18] INFORMATIK, F. S.: Zielanalyse, Zielplanung, Zieldefinition, Zielkonflikt-Analyse. (2018). <http://www.infforum.de/themen/anforderungsanalyse/re-zielanalyse.htm> and <https://rb.gy/u0uyu8>
- [Inl] INLOOX: Unerledigte Aufgaben im Projekt stellen den Backlog dar. <https://www.inloox.de/projektmanagement-glossar/backlog/>
- [Inn] INNOVATIVE, A. A.: 5 Best Practices when Creating Social Media Video. <https://rb.gy/6yb4ti>
- [Ins17] INSTITUTE, D. M.: 5 Best Practices for Great Landing Pages. (2017). <https://bit.ly/362r8KF>
- [ins21] INSIDEEVS: Tesla Bot Previewed At Tesla AI Day. (2021). <https://insideevs.com/photos/787618/tesla-bot-previewed-at-tesla-ai-day/>
- [isp19] ISPIONAGE: How to See Competitor Landing Pages and Find Out What Works for SEO PPC. (2019). <https://blog.ispionage.com/see-competitor-landing-pages.html>
- [Iti] ITIMDP4: Function hierarchy modelling. [http://www.itimdp4.com/manpages/DP4Dev/Function\\_hierarchy\\_modelling.htm](http://www.itimdp4.com/manpages/DP4Dev/Function_hierarchy_modelling.htm)

- 
- [Jan14] JANE: 5 Tips for Creating B2B Data Sheets That Can Deliver on TheirMission. (2014). <https://bit.ly/3qWR5Dl>
- [Jay] JAY, W.: Camera Journal.  
<https://www.designmethodsfinder.com/methods/camera-journal>
- [Jay20] JAY, F.: The Mock Call: An Exercise to Take Sales Reps to the Next Level.(2020). <https://blog.hubspot.com/sales/mock-call>
- [Jin18] JIN, Z.: *Environment modeling-based requirements engineering for software intensive systems*. Morgan Kaufmann, 2018  
<https://www.sciencedirect.com/topics/computer-science/environment-model>
- [JJ12] JAY; JOHN, G.: How to use paper prototyping on an existing product.(2012). <https://ux.stackexchange.com/questions/29553/how-to-use-paper-prototyping-on-an-existing-product>
- [Joc20] JOCHEN, M.: Elevator Pitch: 10 Tipps, wie Sie in 60 Sekunden begeistern.(2020). <https://karrierebibel.de/elevator-pitch/>
- [Joh] JOHANNES, B.: Wüsstest du den Unterschied zwischen Wireframe, Mock-Up und Prototyp? <https://www.usabilityreport.de/wireframe-mockup-prototyp>
- [Joh18] JOHAN, K.: Need an Inspiring Product Backlog Example? Here Are 6.(2018). <https://www.perforce.com/blog/hns/need-inspiring-product-backlog-example-here-are-6>
- [Jon20] JONES, E.: BMW and Epic Games: A Match Made in Virtual Reality.(2020). <https://blog.dupontregistry.com/bmw/bmw-and-epic-games-a-match-made-in-virtual-reality/>
- [Kan17] KANISHK, S.: Understanding Virtual Machine Virtual Hardware – Part 1.(2017). <https://www.vembu.com/blog/understanding-virtual-machine-virtual-hardware-part-1/>
- [Ken16] KENNETH, T.: Products and solutions: do you know the difference ?(2016). <https://hackernoon.com/products-and-solutions-do-you-know-the-difference-4ff9169cefe3>
- [Kha21] KHAN, H.: IELTS Speaking: Test structure + Top 6 tips to remember.(2021), Apr. <https://pinnacleeducation.ae/ielts-speaking-test-structure-top-6-tips-to-remember/>

- 
- [Kim16] KIM, G.: How to Write a Kick-Butt Product Datasheet. (2016). <https://bit.ly/3KDJyB2>
- [KK13] KELLEY, T.; KELLEY, D.: *Creative confidence: Unleashing the creative potential within us all*. Currency, 2013
- [Kno18] KNOWLEDGE, C.: How MVP helped these Four Unicorns-Uber, AirBnB, Dropbox, Zappos. (2018). <https://www.enlume.com/mvp-helped-four-unicorns-uber-airbnb-dropbox-zappos/>
- [Kon99] KONSTRUKTIONSMETHODIK: Konzeptphase. (1999). [https://homepages.fhv.at/hs/Konstruktionsmethodik/Kap\\_11/Konzept.htm](https://homepages.fhv.at/hs/Konstruktionsmethodik/Kap_11/Konzept.htm)
- [Kon16] KONG, T.: Semi-structured interview. (2016), Oct. <http://s4s.wikidot.com/methods:semi-structured-interview>
- [Kon22] KONSTANTIN, D.: HOW TO MAKE A PROTOTYPE. (2022). <https://lanpdt.com/how-to-make-a-prototype-of-a-physical-product-mobile-app-or-technology/>
- [KRR<sup>+</sup>20] KAUFMANN, K.; RITTER, E. W.; RAHN, J.; SCHWARZ, F.-J.; DUBININ, V.; SIMONE, S.: Best Practice Empfehlung für den Mobile Couponing Prozess in Deutschland. (2020). [https://kompetenzzentrumhandel.de/wp-content/uploads/2020/06/infoblatt\\_mobile-couponing\\_gs1-ehi\\_web.pdf](https://kompetenzzentrumhandel.de/wp-content/uploads/2020/06/infoblatt_mobile-couponing_gs1-ehi_web.pdf)
- [Krz18] KRZYSZTOF, S.: Requirements management: 6 best practices. (2018). <https://blog.deviniti.com/atlassian/requirements-management-best-practices/>
- [Lab] LAB, S. D.: EMPATHY WORKSHOP. <https://www.servicedesignlab.net/empathy-workshop>
- [lab22] LABS d: Funktionaler Prototyp. (2022). [https://d-labs.com/methods/funktionaler\\_prototyp.html](https://d-labs.com/methods/funktionaler_prototyp.html)
- [Lag19] LAGHATE, M. T.: How to Increase the Data Extraction Quality of Systematic Literature Reviews? (2019). <https://marksmanhealthcare.com/how-to-increasing-the-data-extraction-quality-of-systematic-literature->
- [lan22] LANPDT: HOW TO MAKE A PROTOTYPE of a physical product, a mobile app, or a technology. (2022). <https://lanpdt.com/how-to-make-a-prototype-of-a-physical-product-mobile-app-or-technology/>

- 
- [Lau13] LAURIE, B.: MGift Guide: Roominate Kit Packed with Possibilities.(2013). <https://makezine.com/2013/12/16/gift-guide-roominate-kit-packed-with-possibilities/>
- [Lee15] LEE, J.: 6 Steps To Creating Your Ideal Product Feature Set. (2015). <https://clearidea.us/6-steps-creating-ideal-product-feature-set/>
- [Les18] LESONSKY, R.: 7 Tips for Exhibiting at Trade Shows. (2018). <https://fundbox.com/blog/7-tips-for-exhibiting-at-trade-shows/>
- [Lin05] LINDEMANN, U.: *Methodische Entwicklung technischer Produkte: Methoden flexibel und situationsgerecht anwenden*. Springer, 2005
- [Lis20] LISA, C.: Imperfect Personas. (2020). <https://bit.ly/33gQL9h>
- [LMD19] LEWIS, T. L.; METZ, I. ; DEBBAUDT, L.: Validation guide,24 ways to test your business ideas. (2019). <https://www.boardofinnovation.com/guides/validation-guide/>
- [Ltd] LTD, C. S. U.: Augmented Reality Solutions for Industry. <https://www.cad-schroer.com/products/industry-4-0/> augmented-reality/and<https://www.cad-schroer.com/products/industry-4-0/virtual-reality/>
- [Luc] LUCID, C. T.: How to Develop a Stellar Scrum Product Backlog. <https://www.lucidchart.com/blog/how-to-develop-a-product-backlog-in-agile>and<https://www.lucidchart.com/blog/how-to-design-software-architecture>
- [LW] LAKE WISSOTA, I. on: 4 Reasons to host a Role-playing Game Retreat at aBB. <https://innonlakewissota.com/4-reasons-to-host-a-role-playing-game-retreat-at-a-bb/>
- [Mac20] MACY, S.: Social Media Marketing Videos [+5 Best Practices]. (2020). <https://www.webfx.com/blog/social-media/social-media-marketing-videos/>
- [Mad19] MADISON, N.: Techniques for a Successful Mock Sales Call. (2019). <https://www.johnleonard.com/blog/techniques-for-a-successful-mock-sales-call>
- [Mad20] MADHURI, H.: Short note on Behavioral Model. (2020). <https://www.geeksforgeeks.org/short-note-on-behavioral-model/>

- 
- [Mar19] MARTYNAS, P.: 30 Best Hotel / Travel Booking Website Designs for Inspiration. (2019). <https://rb.gy/frsuww>
- [Mar21] MARIA, T.: How to build an MVP in 5(ish!) steps. (2021). <https://www.itechart.com/blog/how-to-build-an-mvp-in-five-steps/>
- [Mat21] MATT, C.: How To Create A Digital Brochure. (2021). <https://www.nxtbookmedia.com/blog/how-to-create-a-digital-brochure/>
- [Mat22] MATTHEW, M.: Prototyping Model in Software Engineering: Methodology, Process, Approach. (2022). <https://bit.ly/35NL4AI>
- [McE17] MCELROY, K.: *Prototyping for designers: Developing the best digital and physical products.* " O'Reilly Media, Inc.", 2017
- [Meg21] MEGAN, M.: 10 Referral Program Best Practices: Tips For Refer-a-Friend Program Success. (2021). <https://referralrock.com/blog/refer-a-friend-best-practices/>
- [Mel21] MELISSA, B.: Food on the Table Review – Free Family Meal Planning Service. (2021). <https://www.moneycrashers.com/food-on-the-table-review/>
- [Mic12] MICHAEL, M.: Ouya's \$99 game console lands on Kickstarter to disrupt the industry. (2012). <https://bit.ly/3IyJUqS>
- [Mic17] MICHAEL, S.: Umfeldmodell. (2017). <https://projekt-tango-trucks.com/2019/01/12/umfeldmodell/>
- [MK18] MICHAEL, B.; KIRSTEN, H.: Mixed-Mock-Up: Mit Augmented Reality Arbeitsplätze virtuell entwickeln. (2018). <https://bit.ly/34H6HIP>
- [ML20] MINA, D.; LENNERT, D.: Validation guide 25 ways to test your business idea. (2020). <https://bit.ly/3sdGR0P>
- [Nad19] NADER, E.: Algorithm and Objectivity. (2019), Mar. <https://medium.com/jsc-419-class-blog/algorithm-and-objectivity-7ec2f7684129>
- [Nee18] NEELY, P.: This Is How to Create Better Content With Social Media Analytics. (2018). <https://whatagraph.com/blog/articles/this-is-how-to-create-better-content-with-social-media-analytics>
- [Nic15] NICOLE, L.: 11 Best Practices for E-Learning Storyboarding. (2015). <https://community.articulate.com/articles/11-best-practices-for-e-learning-storyboarding>

- 
- [Nik20] NIKOLAUS, R.: Strategisches Storytelling für Entrepreneure und digitale Pioniere. (2020). <https://www.futurestory.de/>
- [nuz] NUZU: Campaign Overview – Social Media Advertising. <https://nuzu.net/performance-services/social-media-advertising-campaign-management/>
- [nxt] NXTBOOKMEDIA: Digital Brochures. <https://www.nxtbookmedia.com/digital-brochures/>
- [o.o] O.O., U. S.: Paper Prototyping: The 10-Minute Practical Guide. <https://www.uxpin.com/studio/blog/paper-prototyping-the-practical-beginners-guide/>
- [OPBS14] OSTERWALDER, A.; PIGNEUR, Y.; BERNARDA, G. ; SMITH, A.: *Value proposition design: How to create products and services customers want*. Bd. 2. John Wiley & Sons, 2014
- [Oti21] OTIMO: How it works. (2021). <https://weareotimo.com/>and<https://www.wearenova.co.uk/nova-blog/3-examples-of-awesome-mvps>
- [PA] PA, W. L.: Wireframing: 10 Best Practices and Guidelines. <https://www.webtekcc.com/blog/design/wireframing-best-practices-and-guidelines>
- [Pan16] PANDOLFI, S.: Ninety-six hours to build a prototype robot showing human emotions. 96 heures pour créer un robot montrant des émotions humaines. (2016), Jan, 5. <https://cds.cern.ch/record/2126908>
- [Pao20] PAO, C.: The Importance of Capturing Dynamic Motion for Medical Wearables. (2020). <https://www.ceva-dsp.com/ourblog/the-importance-of-capturing-dynamic-motion-for-medical-wearables/>
- [Par16] PARADIGM, V.: Wireframe. (2016). <https://www.visual-paradigm.com/learning/handbooks/agile-handbook/wireframe.jsp>
- [Pas19] PASCUAL, F.: Customer Service Analytics: Enhancing CX. (2019). <https://monkeylearn.com/blog/customer-service-analytics/#:~:text=Customer%20service%20analytics%20is%20the,increase%20customer%20loyalty%20and%20retention.>
- [PDO18] PROF. DR. OLIVER, B.: Definition: Was ist "Crowdfunding"? (2018). <https://wirtschaftslexikon.gabler.de/definition/crowdfunding-53556>

- 
- [Pen22] PENZU: How To Start and Write a Diary. (2022).  
<https://penzu.com/how-to-start-and-write-a-diary>
- [Pes10] PESOLA, J.-P.: Building Framework for Early Product Verification and Validation. In: *Technical Research Centre of Finland (VTT)* (2010)
- [Pet20] PETER, M.: Top 10 Free UI Mockup Tools. (2020). <https://mockitt.wondershare.com/mockup/ui-mockup-tools.html>
- [Pet21] PETERSON, K.: Public Relation Tools in 2021. (2021).  
<https://marxcommunications.com/public-relation-tool/>
- [Phi20] PHILIPP, P.: Wireframe, Mockup Prototyp – was ist eigentlich was?(2020). <https://www.zielbar.de/magazin/wireframe-mockup-prototyp-23612/>
- [Pol18] POLI, G.: Using storyboards to get people engaged with your product.(2018). <https://rb.gy/tpujr2>
- [Poo20] POOJA, G.: Logical Architecture. (2020).  
<https://www.educba.com/logical-architecture/>
- [PP20] PIGOTT, T. D.; POLANIN, J. R.: Methodological Guidance Paper: High-Quality Meta-Analysis in a Systematic Review. In: *Review of Educational Research* 90 (2020), Nr. 1, 24-46.  
<http://dx.doi.org/10.3102/0034654319877153>. DOI 10.3102/0034654319877153
- [Pre] PREPINSTA: Group Discussion Questions And Answers. <https://prepinsta.com/interview-preparation/group-discussion-questions/>
- [Pri20] PRICEINTELLECT: What is a Conjoint Analysis? – Working, Pros Cons.(2020), Sep. <https://priceintellect.com/conjoint-analysis-working-pros-cons/>
- [Pro16] PROTO.IO: 10 Mobile App Prototyping Best Practices that Result in a Stellar Finished Product. (2016). <https://bit.ly/3gEvVUz>
- [Pro21] PROJEKTE, l. g.: Morphologischer Kasten: Eine einfache Methode für neue Ideen! (2021). <https://projekte-leicht-gemacht.de/blog/softskills/kreativitaet/morphologischer-kasten/>
- [PSD] PSDCOVERS, a. H. I. S.: What Is An AR Mockup?  
<https://www.psdcovers.com/ar-mockups/>



- 
- [Pub13] PUBLISHING, H. B.: Why the Lean Start-Up Changes Everything. (2013).  
<https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>
- [PW12] POHLMANN, U.; WAGNER, R.: Einsatz des FMI/FMU-Standards zur frühzeitigen Simulation von Software-und Hardwaremodellen komplexer mechatronischer Systeme. In: *Tag des Systems Engineering 2012* (2012), S. 1–10
- [Pym19] PYMNTS: Are Online Resale Sites Rife With Counterfeits? (2019).  
<https://www.pymnts.com/news/retail/2019/are-online-resale-sites-rife-with-counterfeits/>
- [Qre] QRESEARCHSOFTWARE: Qualitative Research.  
<https://www.qresearchsoftware.com/market-research-guide-qualitative-research>
- [Rac22] RACHEL, C. M.: How to Make Your Role Plays More Effective. (2022).  
<https://www.forcemanagement.com/blog/how-to-make-your-role-plays-more-effective>
- [Rah20] RAHDAN, A.: Direct observation in UX: what, when and how? (2020), Apr. <https://uxdesign.cc/direct-observation-what-when-and-how-f09d9f2c315c> [Raj21]
- RAJ, R.: Mach du das, Tesla Bot. (2021). <https://bit.ly/3Hw3owa>
- [Ran17] RANA, K.: Quick Start Web Developer Diary: Prototyping. (2017).  
<https://medium.com/@ranakarim/quick-start-web-developer-diary-prototyping-9fd692e56dc9>
- [Rei11] REIS, E.: The lean startup. In: *New York: Crown Business* 27 (2011), S. 2016–2020
- [Ren18] RENE, J.: 8 Inspiring Examples of a Minimum Viable Product. (2018).  
<https://www.revelx.co/blog/minimal-viable-product-examples/>
- [Ren21] RENGGER: Five steps to create a low code application. (2021).  
<https://blog.yeeflow.com/five-steps-to-create-a-low-code-application/>
- [Res21] RESEARCH, F.: Here’s everything you need to know about Elon Musk’s ‘Tesla Bot’. (2021).  
<https://researchfdi.com/tesla-bot-elon-musk-robot/>

- 
- [Rhi22] RHITA, K.: Product Categorization: A Guide to Organizing Your Products.(2022). <https://catsy.com/blog/product-categorization/>
- [Ric17] RICHARD, H.: How To Create A Great Investor Pitch Deck For StartupsSeeking Financing. (2017). <https://bit.ly/3oAagRP>
- [Rie19] RIED, T.: Auf die Vollständigkeit kommt es an. (2019), Feb. <https://technischekommunikation.info/fachartikel/management/auf-die-vollstaendigkeit-kommt-es-an-981/>
- [Rob13] ROBERT, C.: *Design Thinking: Process and Methods Manual*. 2013
- [Ros12] ROSENBERGER, J.: Design of Experiments. (2012). <https://online.stat.psu.edu/stat503/node/16>
- [Run15] RUNDE, C.: *Ratgeber Virtuelle Techniken im Design*. 2015.<http://dx.doi.org/10.13140/RG.2.2.30919.14243>.  
<http://dx.doi.org/10.13140/RG.2.2.30919.14243>
- [Ryt21] RYTE: Search Engine Advertising. (2021). [https://en.ryte.com/wiki/Search\\_Engine\\_Advertising](https://en.ryte.com/wiki/Search_Engine_Advertising)
- [S00] S, A.: SW Profil für FAST CAS (Computer Aided Selling). (2000). [http://www.fast-consult.com/fc\\_cas.htm](http://www.fast-consult.com/fc_cas.htm)
- [SAEC13] SERDAR, T.; AZIZ, E.-S. S.; ESCHE, S. K. ; CHASSAPIS, C.: Integration of augmented reality into the CAD process. In: *2013 ASEE Annual Conference & Exposition*, 2013, S. 23–784
- [Sar] SARIO, M. G.: Referral-Marketing. <https://gutschein-zeitung.de/metro-gutschein-august-2020-mit-bis-zu-30-prozent-rabatt/>
- [Sch13a] SCHMIDT, R.: *Software engineering: architecture-driven softwaredevelopment*. Newnes, 2013 <https://bit.ly/3fTcmHN>
- [Sch13b] SCHRÖTER, J.: *Das erweiterte X-in-the-Loop-Framework zur durchgängigen Integration von Optimierungsverfahren in den Produktentwicklungsprozess am Beispiel der Entwicklung energieeffizienter Fahrzeuge*, IPEK Institut für Produktentwicklung, Diss., 2013
- [Sch17] SCHAFFHAUSER, D.: Building Real Community Online with Free Apps.(2017). <https://campustechnology.com/articles/2017/07/05/building-real-community-online-with-free-apps.aspx>

- 
- [sdt] SDT: Tomorrow's Narratives. <https://servicedesigntools.org/tools/tomorrows-narrativesandhttps://servicedesigntools.org/tools/role-playing>
- [Seb11] SEBASTIAN, G.: Seamless Interaction - Entwicklung von TangibleInteraction im Kontext von Smart Homes. (2011). <https://docplayer.org/8284027-Masterarbeit-sebastian-gregor-seamless-interaction-entwicklung-v.html>
- [Ser] SERVICE, I. A.: Concept Walkthrough. <https://servicedesigntools.org/tools/concept-walkthroughandhttps://servicedesigntools.org/tools/role-playingandhttps://servicedesigntools.org/tools/diary-study>
- [SG02] SCHULZ, K. F.; GRIMES, D. A.: Generation of allocation sequences in randomised trials: chance, not choice. In: *The Lancet* 359 (2002), S. 515–519
- [Sha12] SHARKY, L.: What is Dropbox? Explained! (2012). <https://bit.ly/3rVVvtu>
- [Sha21] SHABANA, B.: Write it right: 5 tips for creating impactful responsive search ads. (2021). <https://bit.ly/3LhjzQi>
- [Sie] SIEMENS: Digital Mockup, Virtual Augmented Reality. <https://tinyurl.com/yff2vjx5andhttps://sie.ag/3owDnVU>
- [Sig20] SIGMACONNECTIVITY: The Prototype Labs. (2020). <https://www.sigmaconnectivity.com/our-labs-blog/2020/3/31/prototype-labs>
- [Sim] SIMPLE, S.: Erstelle jetzt deine eigene simpleshow. <https://videomaker.simpleshow.com/de/>
- [Sim21] SIMONE, J.: What Is Crowdfunding? (2021). <https://www.businessnewsdaily.com/4134-what-is-crowdfunding.html>
- [SK21] SEO-KUCHE: Video Ads: Tipps für effektives Social Media Marketing mit Videos. (2021). <https://bit.ly/3J02mcj>
- [Ski] SKILTEX: Was ist eine Produktbroschüre? Aufbau Definition Alu-Sign Kundenstopper. <https://rb.gy/5x8acl>

- 
- [Sli] SLIDE, T.: Digital Transformation Of Client Onboarding Process Powerpoint Presentation Slides.  
[https://www.slideteam.net/business\\_powerpoint\\_diagrams/catalog/product/view/id/325184/s/digital-transformation-of-client-onboarding-process-powerpoint-presentat/category/1481/](https://www.slideteam.net/business_powerpoint_diagrams/catalog/product/view/id/325184/s/digital-transformation-of-client-onboarding-process-powerpoint-presentat/category/1481/)
- [Sli20] SLIDE, T.: Our Offerings Vs The Competition Chart Ppt Example File.(2020). <https://rb.gy/kwiduhandhttps://rb.gy/rwa81t>
- [Sp20] SP, U.: 19 Best Practices for Faster UI Mockups. (2020).  
<https://www.uxpin.com/studio/blog/19-best-practices-for-faster-ui-mockups/>
- [Sta16] STARTUPS, G. for: Rapid Prototyping: Sketching. (2016).  
<https://bit.ly/3fIz5WO>
- [Sta20] STARTEER: How to validate your startup idea in 6 easy steps. (2020).  
<https://www.starteer.com/how-to-validate-your-startup-idea-in-6-easy-steps/>
- [Sta21] STACIE, S.: How to Create a Pitch Deck – A Step by Step Guide. (2021).  
<https://bit.ly/3oyG5dO>
- [Ste] STEVENS, M.: Indeemo Platform Review. <https://www.insightplatforms.com/indeemo-mobile-ethnography-review/>
- [Ste19] STEVE, R.: Smart Prototyping with Arduino and Framer X. (2019).  
<https://bit.ly/34zZt3a>
- [Ste20] STEPHANIE, M.: Search Engine Advertising: What is it How Does it Work. (2020).  
<https://instapage.com/blog/search-engine-advertising>
- [Stu16] STUART, B.: The Systems Thinking Tool Box. (2016).  
<https://bit.ly/3fQbDHj-kasten/>
- [Suj20] SUJAN, P.: How To Leverage Sales Roleplay to Train Your Sales Teams.(2020). <https://mailshake.com/blog/sales-roleplay/>
- [Sun04] SUN, J.: Designing the Logical Architecture. (2004). [https://docs.oracle.com/cd/E19263-01/817-5759/log\\_architect.html](https://docs.oracle.com/cd/E19263-01/817-5759/log_architect.html)
- [Swa20] SWATI, T.: Hardware Virtualization. (2020).  
<https://www.educba.com/hardware-virtualization/>

- 
- [Sys06] SYSKA, A.: *Produktionsmanagement: Das A-Z wichtiger Methoden und Konzepte für die Produktion von heute*. Springer, 2006
- [Tay] TAYLOR, R.: How to Organize a Successful Crowdfunding Campaign in 6 Steps. <https://wirtschaftslexikon.gabler.de/definition/crowdfunding-53556>
- [Tea21] TEAM, V.: What is a storyboard and why do you need one? (2021). <https://rb.gy/rhr837>
- [Tec] TECHINPOST, T.: Online Paid Survey Jobs without Investment: Part Time Survey Filling Jobs. <https://www.technipost.com/online-paid-survey-jobs-without-investment-part-time-survey-filling-jobs>
- [The15] THEPD: Datasheet (Data Sheet). (2015). <https://www.theprojectdefinition.com/datasheet-data-sheet/>
- [Tho16] THOMAS, P.: Bring data to life: How to use Canvas with D3. (2016). <https://www.pluralsight.com/blog/software-development/d3-tutorial-canvas-d3-data-visualization>
- [Tom21] TOM, K.: Digital Twins Coming Into Focus Augmented and virtual reality can help users better understand complex digital twin data. (2021). <https://rb.gy/vtltml>
- [Tor21] TORI, R. C.: Helpline Communication Best Practices. (2021). <https://converge.convercent.com/kb/articles/401-helpline-communication-best-practices>
- [Tra] TRANSLATIONS, D. ...: What does datasheet mean? <https://www.definitions.net/definition/datasheet>
- [Tri14] TRIANGULATION, D. S.: The use of triangulation in qualitative research. In: *Oncol Nurs Forum* Bd. 41, 2014, S. 545–7
- [Tri15] TRISTAN, K.: Concierge vs. Wizard of Oz Prototyping. (2015). <https://kromatic.com/blog/concierge-vs-wizard-of-oz-test/>
- [UF18] UNIVERSITÄT, H.; FRAUNHOFER, I.: Zusammenfassung der Tagung am 24.09.2018 im Haus der Wirtschaft. (2018)
- [UI] UI, W. T.: Tangible user interface. <https://bit.ly/3LmH5LP>
- [Una21] UNA, P.: Una AI App on Web-Alpha version is officially released, try it now! (2021). <https://bit.ly/3J78bV5>

- 
- [Ven21] VENTURES, X.: What an optimal pitch deck should look like. (2021).  
[https://xpress.ventures/  
blog-what-an-optimal-pitch-deck-should-look-like/](https://xpress.ventures/blog-what-an-optimal-pitch-deck-should-look-like/)
- [Ver] VERSION, W. B.: Software release life cycle - Beta Version.  
[https://en.wikipedia.org/wiki/Software\\_release\\_life\\_cycle](https://en.wikipedia.org/wiki/Software_release_life_cycle)
- [VM16] VM, C.: The art of UX sketching and paper prototyping. (2016).  
[https://uxplanet.org/  
the-art-of-ux-sketching-and-paper-prototyping-5dae5a1efc7d](https://uxplanet.org/the-art-of-ux-sketching-and-paper-prototyping-5dae5a1efc7d)
- [Vyk21] VYKING, I.: Referral Program. (2021).  
<https://www.vykingship.com/benefits/referral-program/>
- [Wif] WIFI4EU: Sharing Europes digital future.  
[https://digital-strategy.ec.europa.eu/en/news/  
wifi4eu-stories-interview-development-advisor-gloppen-norway](https://digital-strategy.ec.europa.eu/en/news/wifi4eu-stories-interview-development-advisor-gloppen-norway)
- [Wik] WIKIPEDIA, P.: Press release.  
[https://en.wikipedia.org/wiki/Press\\_release](https://en.wikipedia.org/wiki/Press_release)
- [Win16] WINTERHALTER, J.: Motivforschung mit Laddering. (2016), Mar.  
<https://www.winterhalter.org/motivforschung-mit-laddering/>
- [WIN18] WIN, p.: VR-Lösung für komplexe CAD-Daten. (2018).  
[https://www.virtual-reality-magazin.de/  
vr-loesung-fuer-komplexe-cad-daten/](https://www.virtual-reality-magazin.de/vr-loesung-fuer-komplexe-cad-daten/)
- [Yac21] YACOUT, L.: Automakers Take OOH Ads To The Next Level. (2021), Apr.  
[https://movia.media/moving-billboard-blog/  
automakers-take-oo-h-ads-to-the-next-level/](https://movia.media/moving-billboard-blog/automakers-take-oo-h-ads-to-the-next-level/)
- [Zan18] ZANZIBAR, P.: Project Zanzibar. (2018).  
<https://www.microsoft.com/en-us/research/project/project-zanzibar/>
- [Zol22] ZOLTÁN, K.: Low-code – a pioneer in the tech industry. (2022).  
<https://bit.ly/3GCS8gp>
- [Zor14] ZORTRAX: Zortrax M200 3D printer - 3D printed architectural model.(2014). <https://rb.gy/q1sg9m>
- [Zü19] ZÜRICH, E.: Project Zanzibar. (2019). <https://bit.ly/3rcKwfV>