



## **[Ex] Holistic Haptic Experiences: *"It doesn't end at the actuator"***

**Ex1:** Haptic components are vertical: *"Changes are to the guts"*

**Ex2:** Reinforcement and substitution: *"Have that solid click"*

**Ex3:** Latency and timing: *"A reliable clock"*

**Ex4:** Constraints and unknown context: *"Feelable but not seeable"*

**Ex5:** Tailoring and Customization: *"Very individual"*

## **[Co] Collaboration: *"Rally the ecosystem"***

**Co1:** Internal roles are interdisciplinary: *"I'm not so much of a psychologist"*

**Co2:** Engineering support: *"Go through the technical levels"*

**Co3:** External roles are international: *"Different divisions, different companies"*

**Co4:** Facilitators and advocates: *"Sales Reps"*

**Co5:** Demos and documentation: *"Your piezo demo, we love it"*

## **[CC] Cultural Context: *"A standard feature, in the future"***

**CC1:** Understanding requirements: *"Hard to express what they need"*

**CC2:** Evaluation: *"It felt right"*

**CC3:** Secrecy and intellectual property: *"Kept confidential"*

**CC4:** UX and branding: *"Articulating the value"*

**CC5:** Overcoming risk and cost: *"A tough sell"*