

### 3.2 Haptic Experiences: *"It doesn't end at the actuator"*

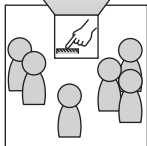
**Ex1:** *"Changes are to the guts"* - Haptic components are vertical

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

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

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

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



### 3.3 Collaboration: *"Rally the ecosystem"*

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

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

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

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

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



### 3.4 Cultural Context: *"A standard feature, in the future"*

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

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

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

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

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