|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Adapted from Chow et al. 2009 | **PICTURE** |  | **PICTURE** |  | **PICUTRE** |
|  |  |  |  |  |
| **pleasurable product/service** |  | **painful product/service** |  | **new product or service** |
|  |  |  |  |  |
| **RIP + MIX** | function |  | function |  |  |
|  |  |  |  |
| stakeholders |  | stakeholders |  |
|  |  |  |  |
| infrastructure/resources |  | infrastructure/resources |  |
|  |  |  |  |
| touchpoints |  | touchpoints |  |
|  |  |  |  |
| emotional characteristics |  | emotional characteristics |  |
|  |  |  |  |