

List of Figures

Figure 1:	Experience-Imagination Interrelations	57
Figure 2:	From Experience to Evaluation	68
Figure 3:	The Emotive Corporate Culture	91
Figure 4:	Iteration Loops of Expectations During the Development Process	95
Figure 5:	The (Linear) Narration Pattern	99
Figure 6:	Evaluation Interactions Between the Prototype and the Individual	108
Figure 7:	The Non-Linear Evaluation Interactions	113
Figure 8:	Inside the M.lab – Container One aka Utopia	123
Figure 9:	Sketch by Hendrik explaining the Prototype’s Genesis	128
Figure 10:	Third Prototype of the Insole	129
Figure 11:	Trying Out the Insole in an Orthopaedic Shoe	131
Figure 12:	Exploration Phase One at the Creative Space	137
Figure 13:	Hydrocephalus Valves in Different Stages of Development	140
Figure 14:	Explaining the Idea – Finding a Lingua Franca	143
Figure 15:	Jan’s Perspective: From the Idea to Selling the Product	173
Figure 16:	In Preparation for the Demo Day during the COVID-19 Pandemic	176

