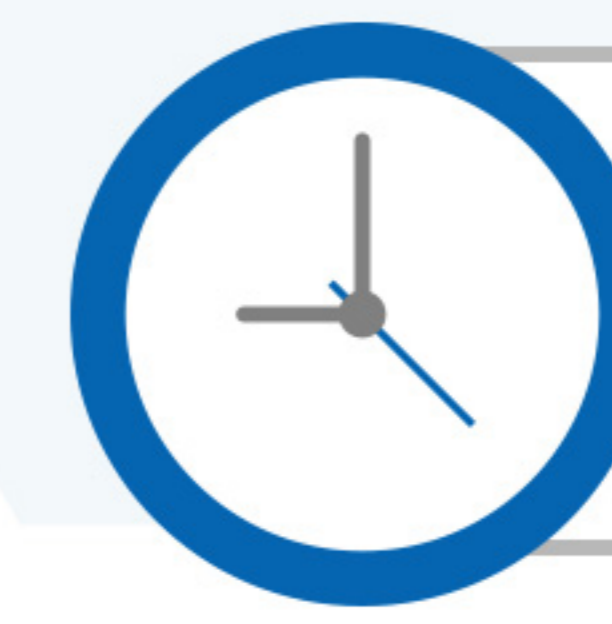


# EMOTIONAL ATTRIBUTES



How long will the experience last?  
What is the frequency of the experience?

How should the person feel during and after the experience?

What are the emotional qualities of the experience?

Define the "delight."



What are the key functions of the experience?

How will the experience be measured?

Define "performance" for the experience.

What are the analytical and logical qualities of the experience?

# FUNCTIONAL & MEASUREABLE ATTRIBUTES

