

MORPHOLOGICAL BOX

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NEED	promotion	information	orientation	enhance the place	entertainment	
TARGET GROUP	young people	elderly people	who knows you already	who don't know you yet	passers-by	who came especially for you
TYPE OF INTERACTION	intellectual		physical		playful	
WHERE THE INTERACTION HAPPENS	on site			on external platforms		
CONTENT	existing			to be created		
DURATION	permanent		temporary		changing	
BUDGET	low		medium		high	