

TABLE OF FIGURES

Figure 2.1 Value of marketing (University of Minnesota, 2015).....	8
Figure 2.2 The 4Ps of marketing mix (adapted from (Wichmann et al., 2022)).....	9
Figure 2.3 The 4 As of BOP marketing (adapted from Mathur et al., 2020)	11
Figure 2.4 Transactional Model Of Communication (National Communication Association accessed by: 2023-12-25).....	15
Figure 2.5 Theoretical framework (individual illustration)	24
Figure 3.1 Double Diamond Process (Design Council, 2018).....	27
Figure 3.2. Double diamond model by “Rutiezer, N. 2017” (Gustafsson, 2019) .	29
Figure 3.3. Data triangulation. (adapted from Soewardikoen, (2019)	41
Figure 4.2. Ansoff Matrix (aqa.org.uk)	59
Figure 4.3. Double Diamond by Sing, Brar, S. (2017) Gustafsson, (2019)	60
Figure 4.4. Ideation mind mapping (individual documentation)	61
Figure 4.5. From left to right Star Trek card, baseball player card, Yu-Gi-Oh card, and Pokémon card (Google Photos).....	64
Figure 4.6. Examples of K-Pop idol photocard (www.pinterest.com).....	65
Figure 4.7. Sketches of the collective cards (adapted from the reference pictures).....	66
Figure 4.8. Digital illustration of the sketches (personal documentation)	68
Figure 4.9. Prototype digitalization (individual documentation)	69
Figure 4.10. Prototype Collection (individual prototype).....	70
Figure 4.11. Example of post for Attention (individual documentation)	73
Figure 4.12. Illustration of the Share QR code in the card (individual documentation).....	74
Figure 4.13. AISAS model collectible cards (individual illustration).....	76