

- Support Syst. 15, 251–266 (1995).
55. Gregor, S., Hevner, A.: Positioning and Presenting Design Science Research for Maximum Impact. *Manag. Inf. Syst. Q.* 37, 337–355 (2013).
 56. Venable, J., Pries-heje, J., Baskerville, R.: A Comprehensive Framework for Evaluation in Design Science Research. In: Peffers, K., Rothenberger, M., and Kuechler, B. (eds.) *Design Science Research in Information Systems. Advances in Theory and Practice.* pp. 423–438. Springer, Berlin Heidelberg (2012).
 57. Novak, J.D., Cañas, A.J.: *The Theory Underlying Concept Maps and How to Construct and Use Them.* Tech. Rep. IHMC C. (2008).
 58. Butler-Kisber, L., Poldma, T.: The Power of Visual Approaches in Qualitative Inquiry: The Use of Collage Making and Concept Mapping in Experiential Research. *J. Res. Pract.* 6, 18 (2011).
 59. Ausubel, D.P.: The psychology of meaningful verbal learning. *Grune Strat.* 99, 58 (1963).
 60. Ausubel, D.P.: *Educational psychology: A cognitive view.* New York: Holt, Rinehart and Winston. Holt, Rinehart and Winston, Inc., New York (1968).
 61. Saeed, S., Yousafzai, S., Paladino, A., De Luca, L.M.: Inside-out and outside-in orientations: A meta-analysis of orientation's effects on innovation and firm performance. *Ind. Mark. Manag.* 47, 121–133 (2015).
 62. Bitner, M.J., Ostrom, A.L., Morgan, F.N.: Service Blueprinting: A Practical Technique for Service Innovation. *Calif. Manage. Rev.* 50, 66–94 (2008).
 63. Bettencourt, L.: *Service Innovation: How to Go from Customer Needs to Breakthrough Services.* McGraw Hill Education (2010).
 64. Rosenbaum, M.S., Otalora, M.L., Ramirez, G.C.: How to Create a Realistic Customer Journey Map. *Bus. Horiz.* 60, 143–150 (2017).
 65. Nemoto, Y., Uei, K., Sato, K., Shimomura, Y.: A Context-Based Requirements Analysis Method for PSS Design. *Procedia CIRP.* 30, 42–47 (2015).
 66. Wittwer, M., Reinhold, O., Alt, R.: Customer Context and Social CRM - A Literature Review and Research Agenda. In: *Proceedings of the 30th Bled eConference.* , Bled (2017).
 67. Rygielski, C., Jyun-Cheng, W., David, C.: Data Mining Techniques for Customer Relationship Management. *Technol. Soc.* 24, 483–502 (2002).
 68. Brinkkemper, S.: Method Engineering: Engineering of Information Methods and Tools. 38, 275–280 (1996).
 69. Venable, J., Pries-Heje, J., Baskerville, R.: FEDS: a Framework for Evaluation in Design Science Research. *Eur. J. Inf. Syst.* 25, 77–89 (2016).
 70. Frank, U.: Domain-Specific Modeling Languages - Requirements Analysis and Design Guidelines. In: Reinhartz-Berger, I., Sturm, A., Clark, T., Cohen, S., and Bettin, J. (eds.) *Domain Engineering: Product Lines, Languages, and Conceptual Models.* pp. 133–157. Springer, Berlin, Heidelberg (2013).