**Table 3. Result of the scenario knowing customer preferences**

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| **Motivator** | **Alternatives** | **Evaluation** | **Selection** |
| 1- After receiving and revising the animation material, problems with the sequences were found in the edited material 2- The resolution of offline material has errors of image quality. 3- And of 3D -Animation | 4- The expressions of characters have to be improved, as shown in the animatics  | 5- Indeed, there are problems in the edited material. 7- That material should not be changed  | 6- Upon request of the client, it has to remain as it is  |
| 1- The material has an illumination problem  | 4- Nevertheless, it is important, in this case, to play with the combination of colors and to supply the lack of illumination 6- A change in the illumination is suggested  | 2- According to my experience, a faint illumination tires the spectator and does not go with what the client wants to show. 3- Illumination for such scenes is usually not as dark 5- However, colors get saturated when manipulated7- Even though his suggestion is not that ludicrous,  | 8- it is not possible to change the illumination due to a client´s request  |