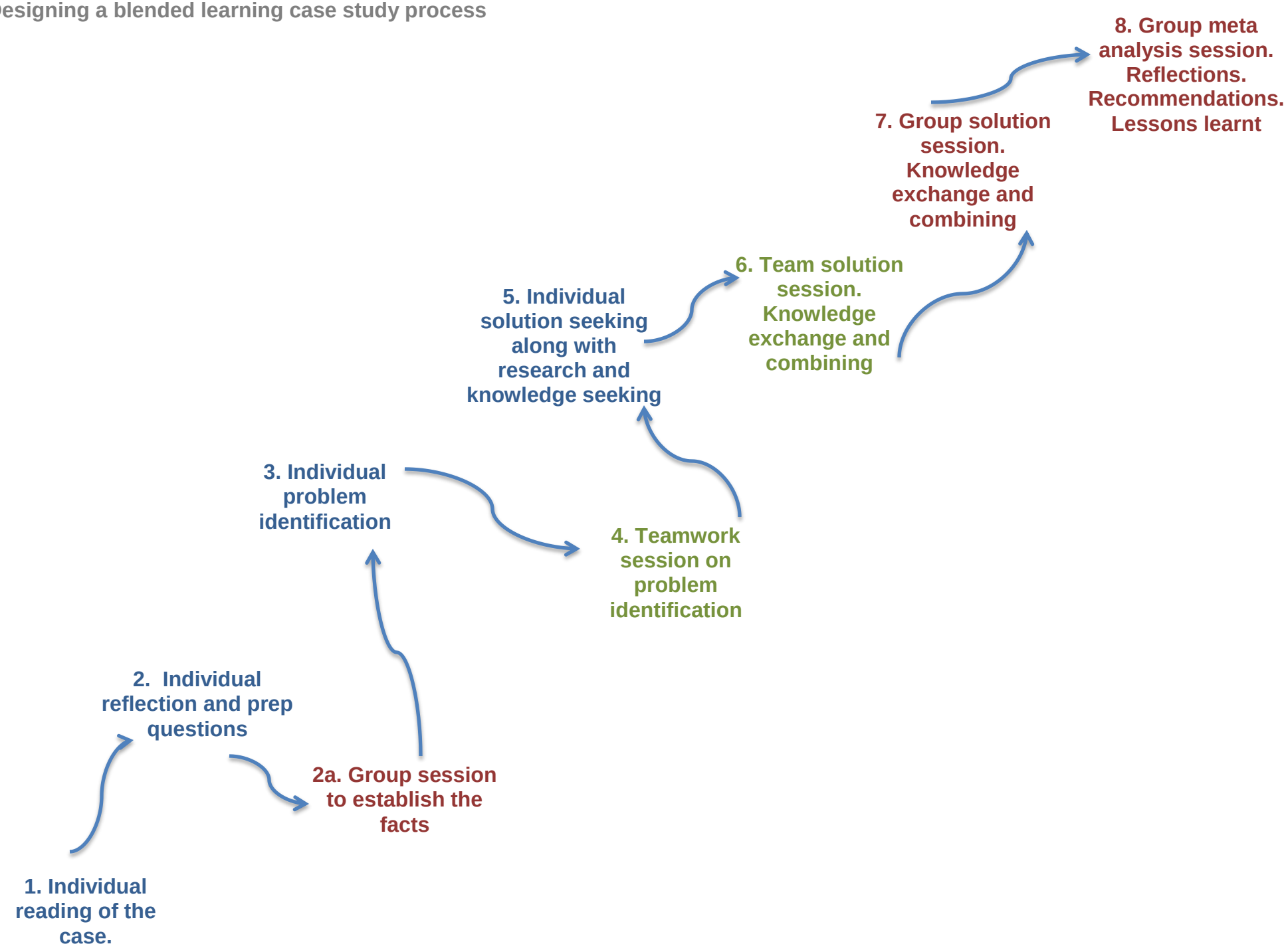Designing a blended learning case study process