

# Innovation Board

Enable users

1	2	3	4	5	6	7	8	9	10
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Preference over substitutional products

1	2	3	4	5	6	7	8	9	10
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Buyer readiness

1	2	3	4	5	6	7	8	9	10
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Recommendation

1	2	3	4	5	6	7	8	9	10
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Price and consumer acceptance

User Experience

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