

# Innovation Board

Enable users

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Preference over substitutional products

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Buyer readiness

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Recommendation

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Price and consumer acceptance

User Experience

☹️

😊