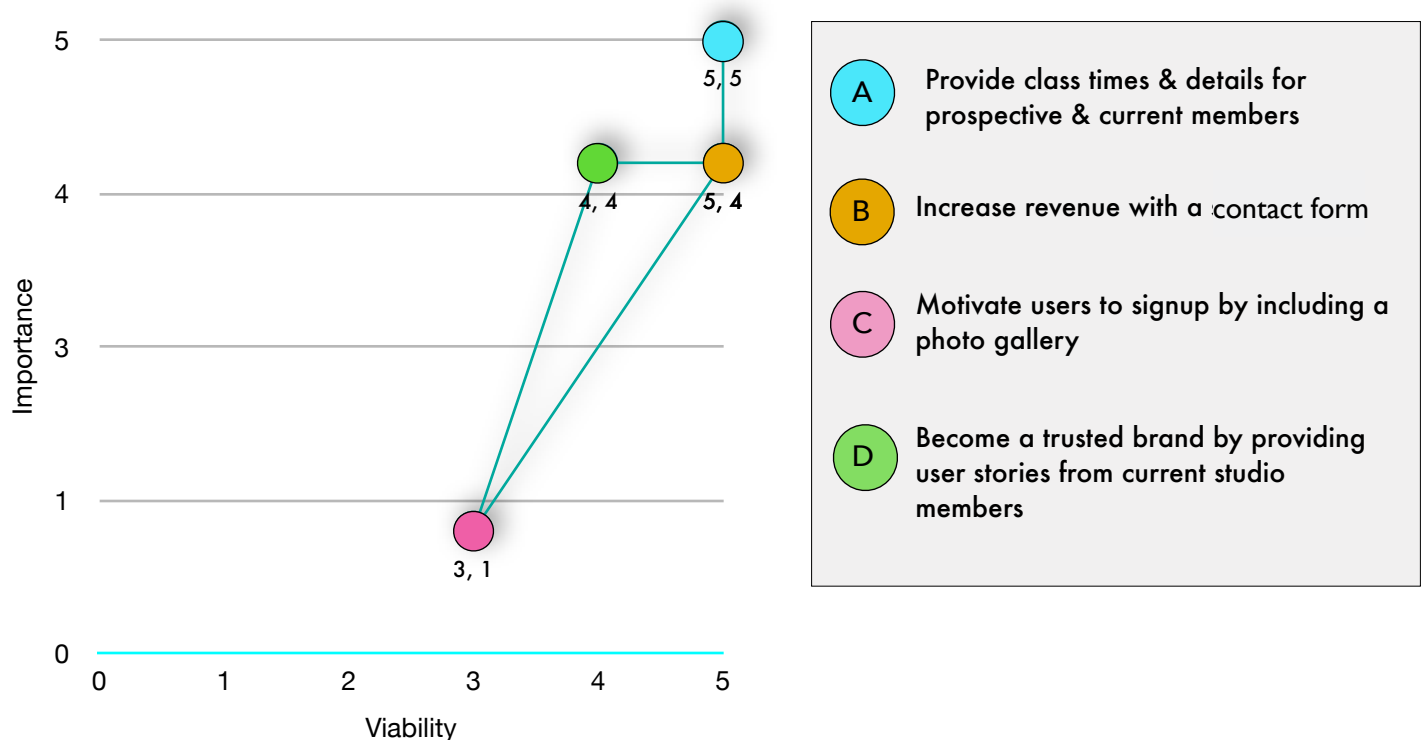


## STRATEGY TABLE

ID	Opportunity / Problem / Feature	Importance	Viability
A	Provide class times & details to incentivize new & existing members	5	5
B	Increase revenue with a contact form	5	4
C	Motivate signups by including a photo gallery	3	1
D	Become a trusted brand by providing user stories from current studio members	4	4
Total		17	14

*If importance and viability are equal, then we are in a position to do it all.*



**What features do you have to drop based on this exercise?**

**Photo Gallery:** while a gallery of members practicing yoga & meditation would be a nice touch, time & resources are limited and the other features in the table have proven to be more important.