Elicitation

* Factors
  1. Communication preferences & limitations
  2. Time frame
  3. Stage of development
  4. Type of stakeholders (business or customers)
  5. Demographics of people
* Types
  1. Focus groups
  2. Surveys
  3. Brainstorming
  4. Document Analysis
  5. Observation
  6. Interviews
  7. Workshops

Companies

* Local bookstores (killed)
* B&N
  + E-reader
    - Nook (killed)
* Amazon
  + E-reader
    - Kindle
* Walden Book (killed)
  + E-reader (didn’t make it)
* Borders
  + E-reader (killed)