Opportunity Assessment

Opportunity	Importance	Viability/Feasibility
Create an online store	5	5
Sell product in a variety of formats	4	5
Offer clear price banding based on format	5	5
Offer clear price banding based on rating	4	5
Capture key user contact information	4	5
Encourage repeat user visits (wish lists)	4	5
Encourage future purchases (access to content, wish lists)	4	5
Attract 3rd party business involvement	2	2
Utilise recognised ratings (IMDb)	5	5
Allow user reviews on products	3	2
Offer user ability to suggest products to other users	1	1
Allow other users to see specific users wish lists	1	1
Allow site users to provide an alternative product rating to IMDb's score	2	1

Thirteen opportunities were identified and are presented in the table and graph within this section. Three were identified as of critical importance to the initial product, and a further five identified as of high importance to add value to the initial product. The remaining opportunities were not considered to be critical due to their feasibility of implementation during initial rollout or benefit to the product.