

Local: app for attending live music events

Problem/opportunity	Importance	Feasibility
■ Include local events and small bands	4	3
■ Increase number of events	5	3
■ Add more cities in Europe	2	2
■ Add more cities in other continents	1	2
■ Try to be diverse in genre	4	2

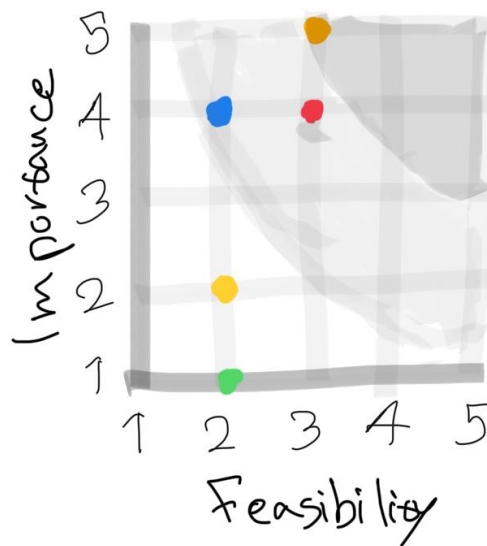
Middle score x number of opportunities = points available

3 x 5 (number of rows) = 15

So we can spend 15 marks here

While when we look at our table, if you add up the score of the importance that will sum up to 16.

So we have one point extra that we have to get rid of and that would be "add more cities in other continents". This way we can spend the 15 marks and as well we deleted the one who had less importance, and also by chance less visibility.



must do

should do

ignore