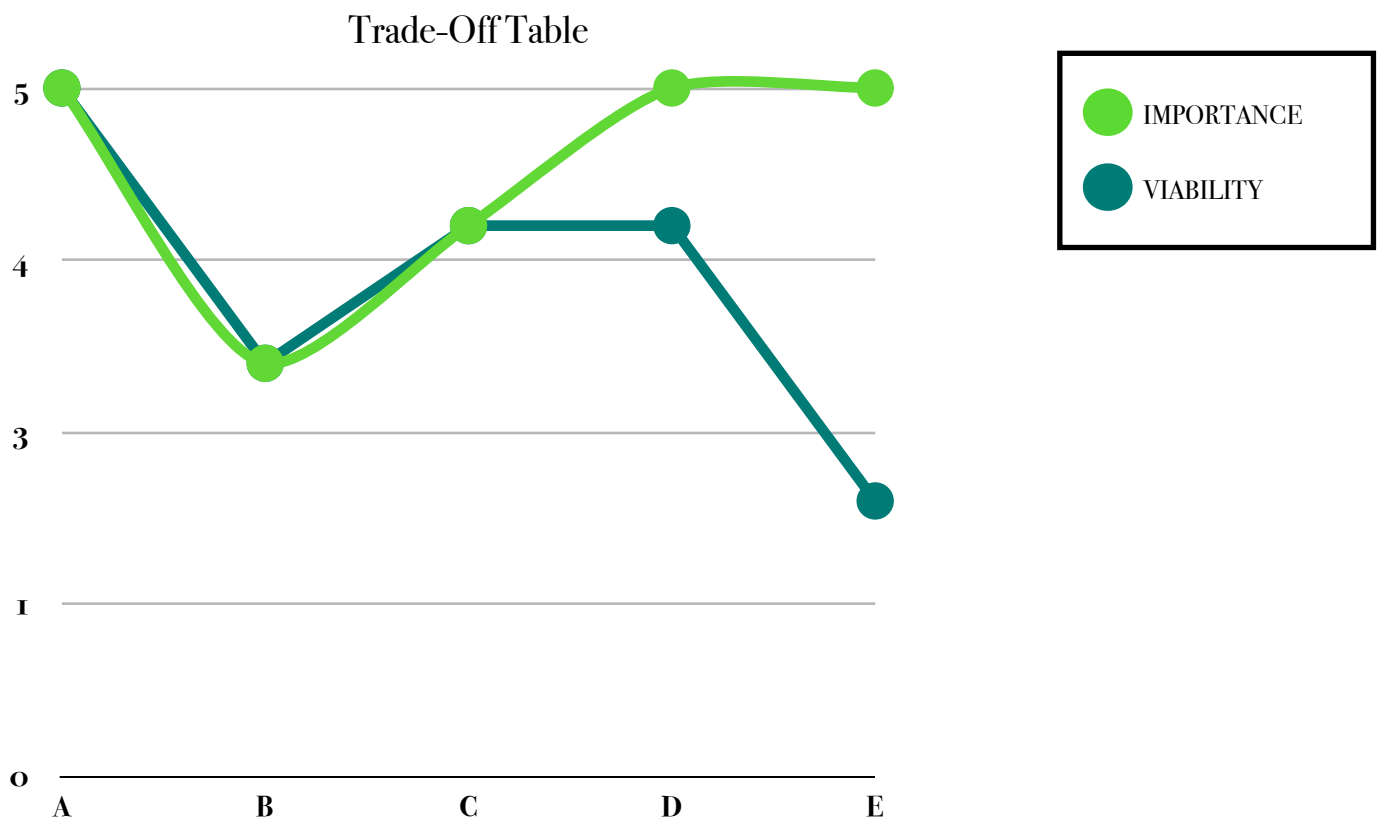


STRATEGY TABLE

ID	Opportunity / Problem / Feature	Importance	Viability
A	Include range/sliders so users can rate their well-being	5	5
B	Include user authentication so users can signup/login	3	3
C	Inform users of their current moods by providing them with wellness scores	4	4
D	Provide users with custom weCare kits based on their wellness scores	5	4
E	Allow users to interact with the contents of their weCare kits	5	4
Total		22	20



What features do we have to drop based on this exercise? **B) User Authentication**