Innovation Battlefield

Pleasure level

H

"unexpected awesomeness"

"harder, better, faster, stronger."

How much pleasure does this feature bring?

L

"I don't care..."

"Expected essentials"

"It hurts, take it away."

L

H

How hard will a feature be missed if left out?

Indispensability Level

How to capture this value?

How to reduce the pain/cost?

Board of Innovation