

Executive Summary

Market Analysis

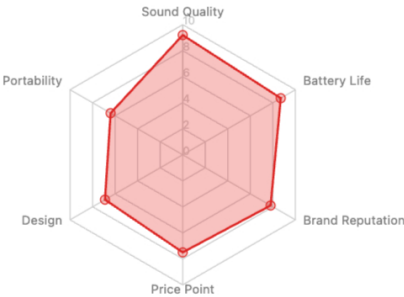
Purchase Intent

Feature Priorities

Customer Segments

Feature Importance & Product Development Priorities

Feature Priority Radar



Development Roadmap

Sound Quality Critical differentiator - premium audio engineering	9.2 Priority #1
Battery Life Essential for daily use - 20+ hour target	8.7 Priority #2
Brand Reputation Leverages existing Beats equity	7.8 Priority #3
Price Point Competitive positioning requirement	7.5 Priority #4