

Gigabytes of data, y

$$p_y = 12$$

6

Price-offer curve

bc_1
 $p_x = 30$

bc_2
 $p_x = 15$

bc_3
 $p_x = 10$

u_3

u_2

u_1

2

4

6

8

12

Price of coffee, p_x

$p = 30$

$p = 15$

$p = 10$

Demand curve
for coffee

0

2

4

6

8

12

Kilograms of coffee, x