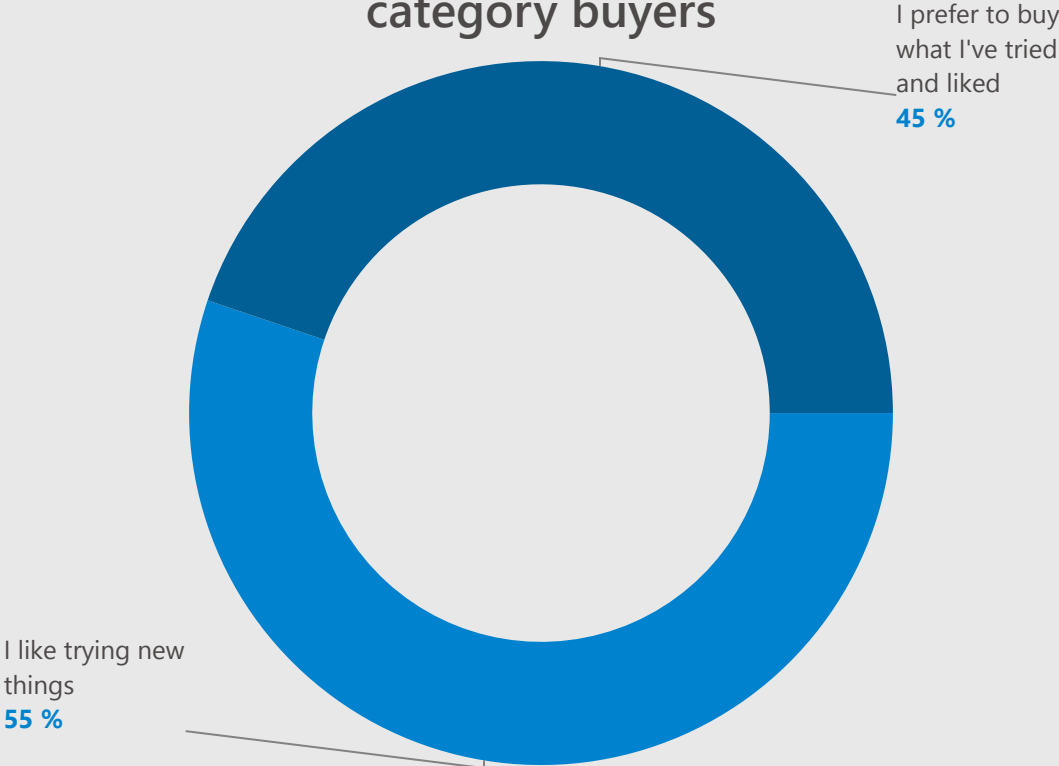
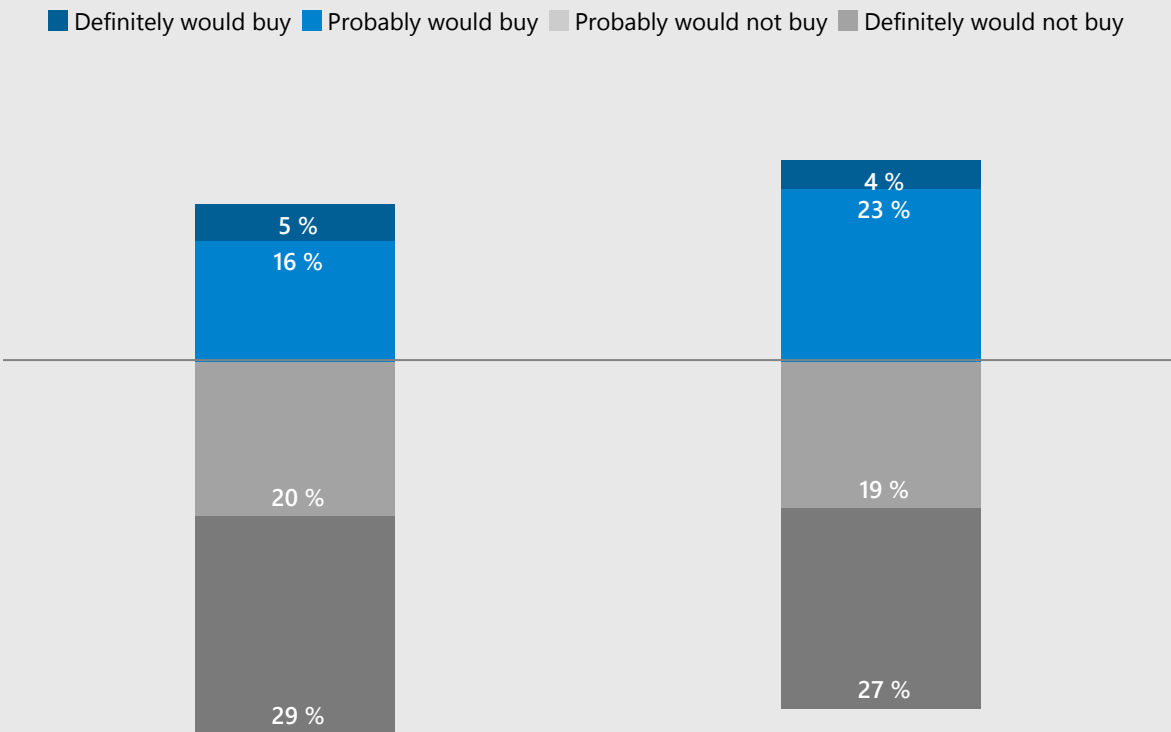


Openness to try a new product among personal online financial planning tool category buyers



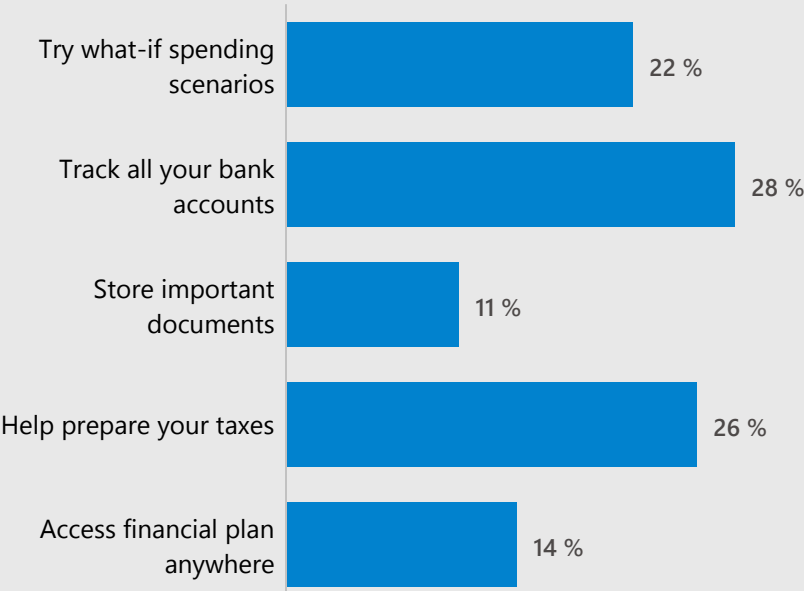
The market is dominated by innovators who are open to new ideas

Purchase Interest



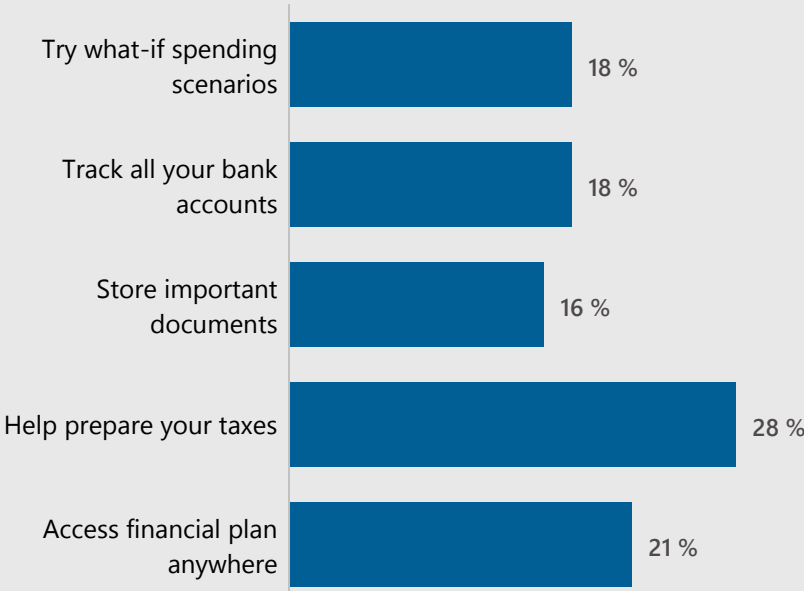
The new product ideas are more attractive than the average product in the category

Relevance



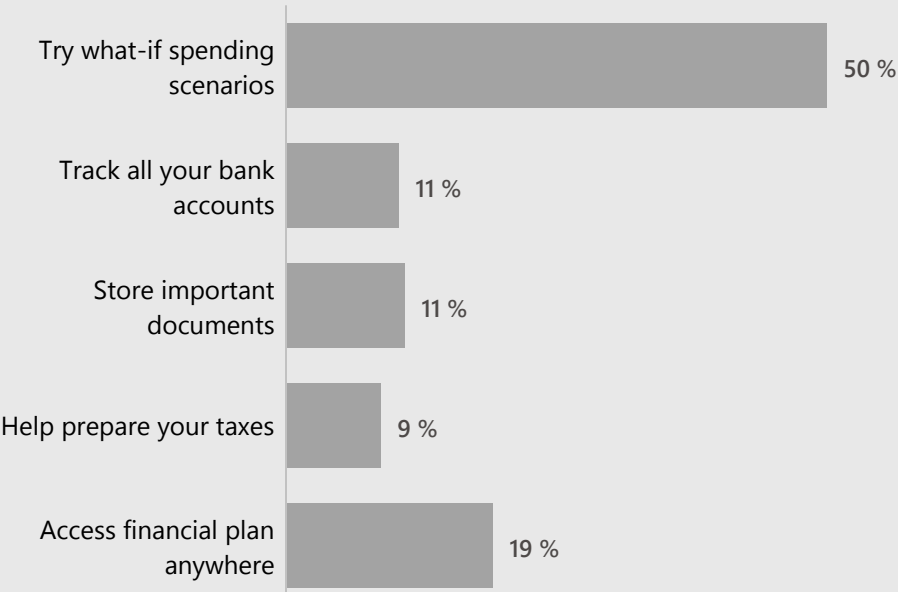
The most relevant idea is:  
Track all your bank accounts

Perceived Value



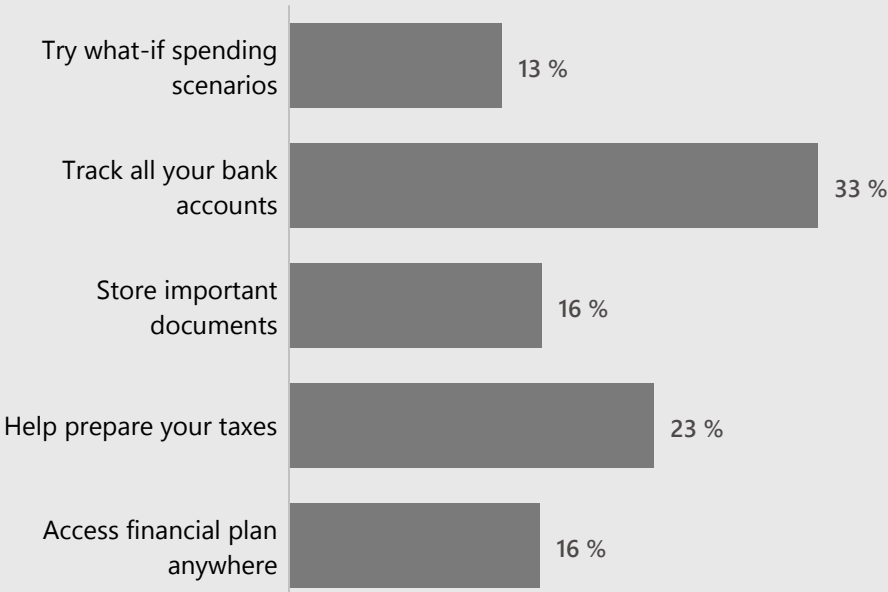
The idea with highest perceived value is:  
Help prepare your taxes

Uniqueness



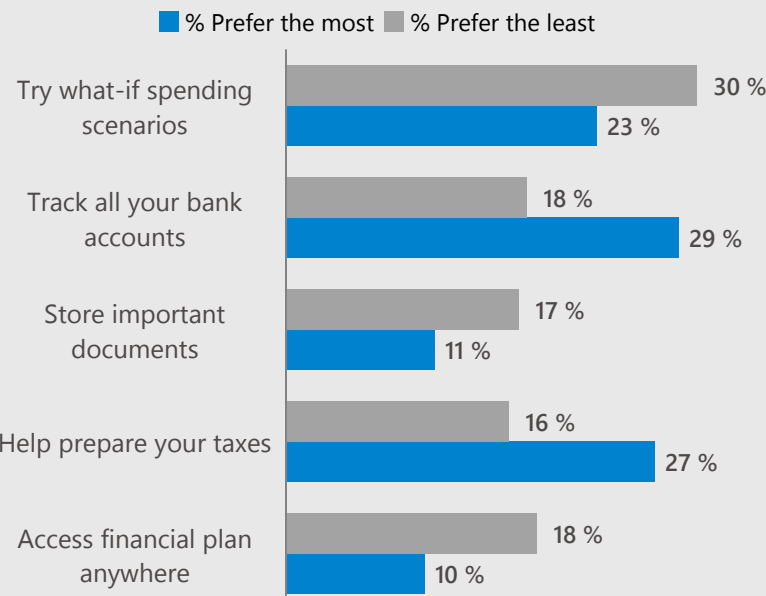
The most unique idea is:  
Try what-if spending scenarios

Credibility



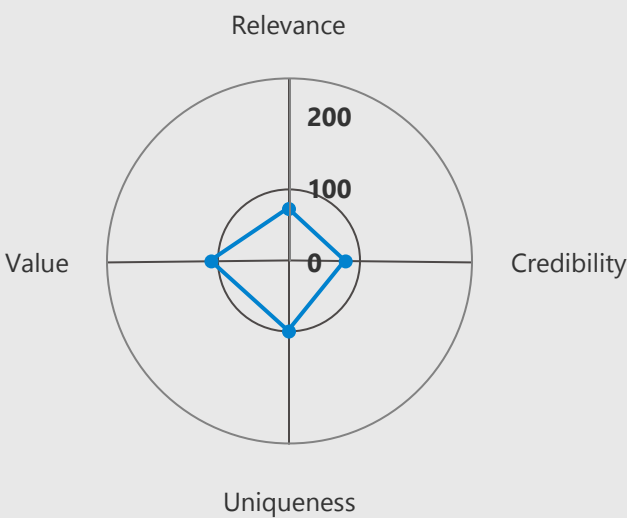
The most credible idea is:  
Track all your bank accounts

Ideas Ranking



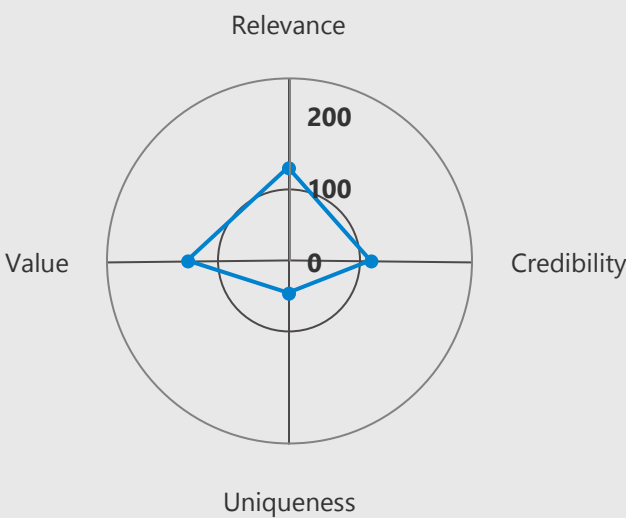
Track all your bank accounts is the most preferred idea

Access financial plan anywhere



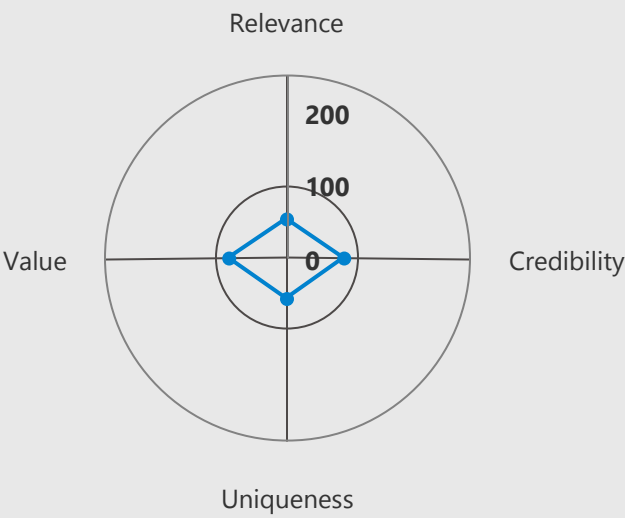
Index, 100 is average for 5 tested ideas

Help prepare your taxes



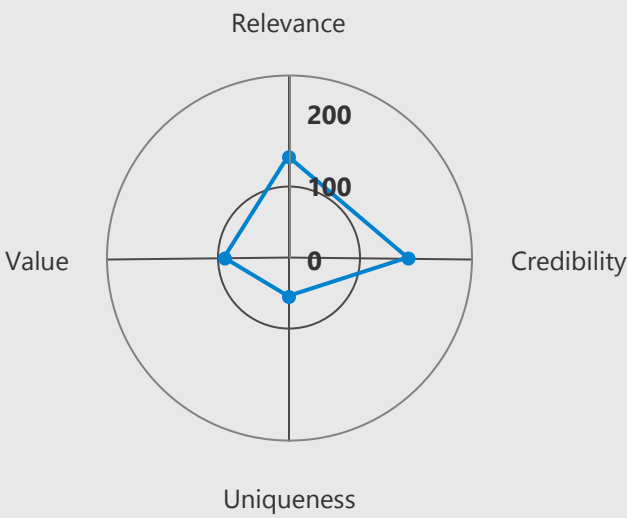
Index, 100 is average for 5 tested ideas

Store important documents



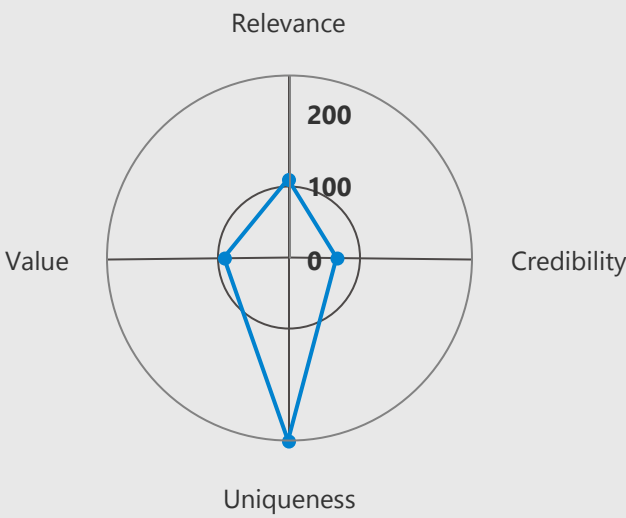
Index, 100 is average for 5 tested ideas

Track all your bank accounts



Index, 100 is average for 5 tested ideas

Try what-if spending scenarios



Index, 100 is average for 5 tested ideas

