WOW!
High UX impact 😊
Low implementation cost 😊
WOW, these are great ideas. Low cost to implement and likely to have a big impact. Focus on these...

HOW?
High UX impact 😊
High implementation cost 😞
These are costly to implement but could have a big impact. Investigate HOW might you implement these for a lower cost?

NOW...
Low UX impact 😞
Low implementation cost 😊
Implement these NOW! They might not have a massive impact but are low cost to implement.

POW!
Low UX impact 😞
High implementation cost 😞
Use your best Batman POW chop to bat these away. They are expensive to implement and unlikely to have a massive impact anyway.