

WOW

High UX impact

Low implementation

W!

t 😊

n cost 😊

High UX impact

H

High

High imp

# HOW?

High UX impact 😊

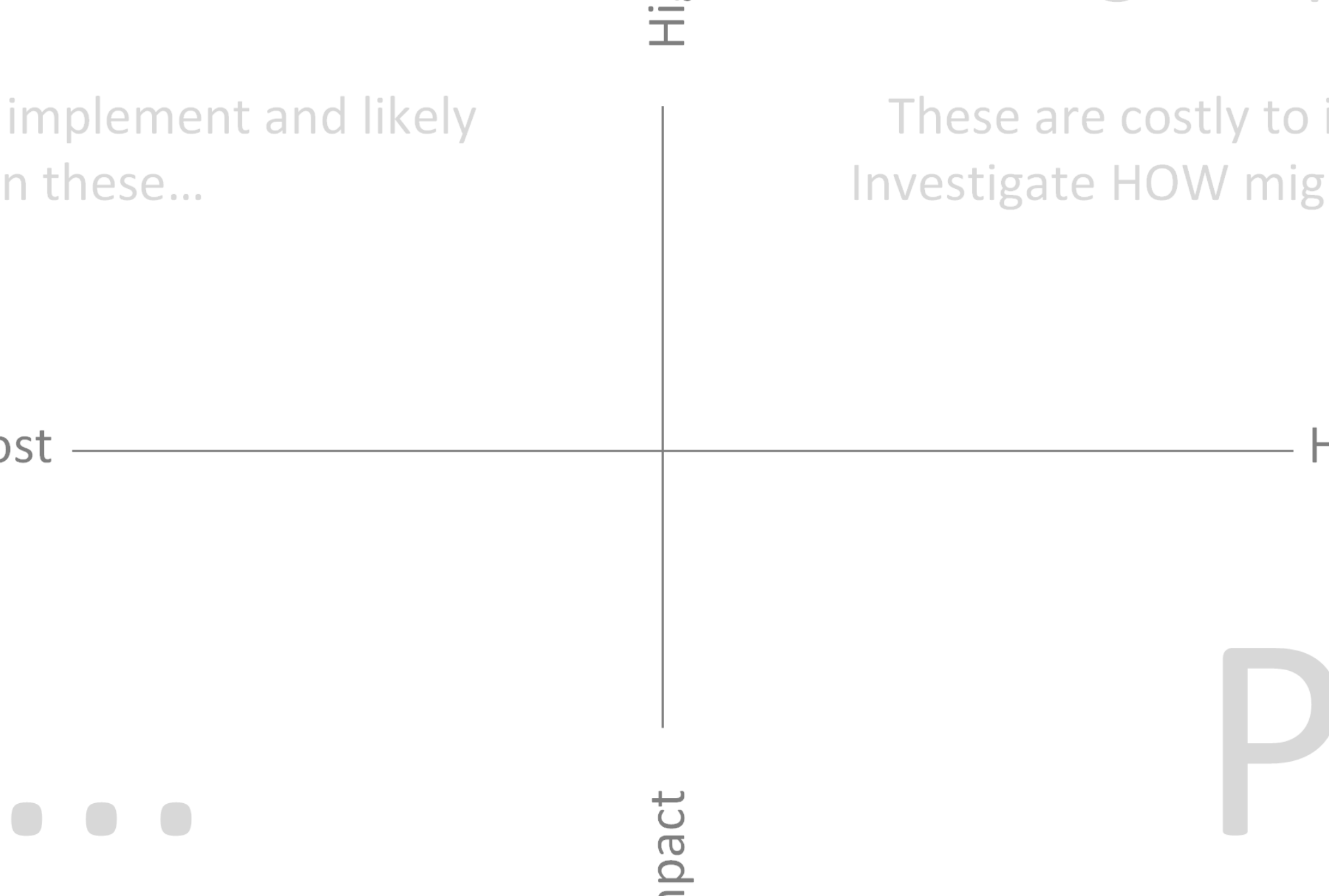
Implementation cost 😞

WOW, these are great ideas. Low cost to im  
to have a big impact. Focus on t

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Low implementation cost

NOW.



to implement but could have a big impact.  
Might you implement these for a lower cost?

- High implementation cost \_\_\_\_\_

POW!

Low UX impact (C)  
Low implementation

Implement these NOW! They might not have  
but are low cost to implement

**UX** for the masses



Low cost 😊

Have a massive impact  
on the environment.

Low UX impact

Low  
High impact

Use your best Batman POV  
to implement and un



low UX impact 😞

high implementation cost 😞

LOW chop to bat these away. They are expensive  
unlikely to have a massive impact anyway.