

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...

Low implementation cost

NOW...

Low UX impact 😞
Low implementation cost 😊

Implement these NOW! They might not have a massive impact but are low cost to implement.

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?

High implementation cost

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.

High UX impact

Low UX impact