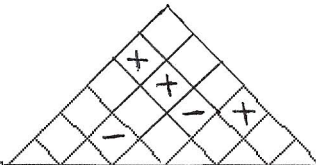


Key to roof / correlation matrix symbols
 + Positive / Supporting
 - Negative / Tradeoff



DIRECTION OF IMPROVEMENT			↑	↓	↑	↑	↑	PLANNING MATRIX								
TECHNICAL REQUIREMENTS	CUSTOMER IMPORTANCE	Performance			Moderation											
		Android Integration	Speed	Bandwidth Usage (h)	User Verification	Bug Fixing	Easily Moderate Photos	Our product	Competitor A's product	Competitor B's product	Planned rating	Improvement factor	Sales point	Overall weighting	Percentage of total	
Accessibility	Marketplace Availability	3	9					2			4	1.4	1.5	6.3	11.6	
	Domain	2	3	1				3			5	1.4	1.3	3.6	6.7	
Usability	Artist Interface	5		3	9	3	3	1			5	1.8	1.3	11.7	21.6	
	Application Interface	4	9	1		9		1			3	1.4	1.2	6.7	12.4	
	Simplicity	3	3	1				1			4	1.6	1.5	7.2	13.3	
Performance	Distortion / speed	4	1	9	1			1			3	1.4	1.4	7.8	14.4	
	Presentation	3	1	1		1		1			3	1.4	1.3	5.5	10.2	
	Data Usage	4		3	3			1			2	1.2	1.1	5.3	9.8	
TECHNICAL PRIORITIES			162.7	105.5	82.4	105.3	100.9	35.1	Improvement increment: 0.2							
PERCENTAGE OF TOTAL			28.4	18.4	10.9	18.4	17.6	6.1								
Technical benchmarking	Our Product															
	Competitor A's Product															
	Competitor B's Product															
DESIGN TARGETS																

Key to interrelationship matrix symbols

- Strong interrelationship (9)
- Medium interrelationship (3)
- ▲ Weak interrelationship (1)