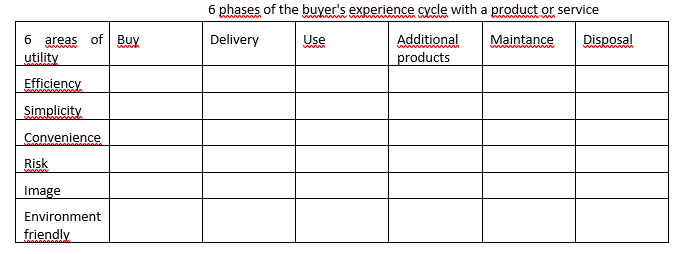
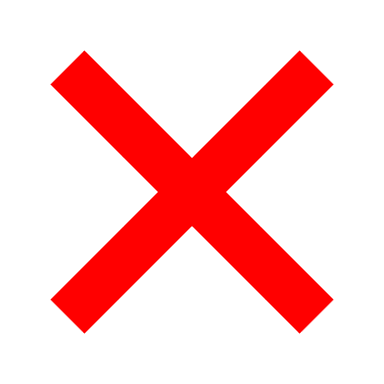
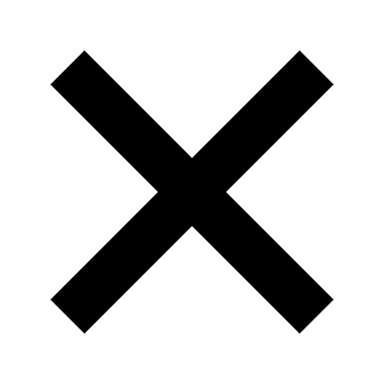
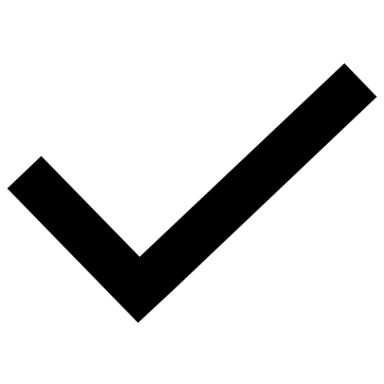
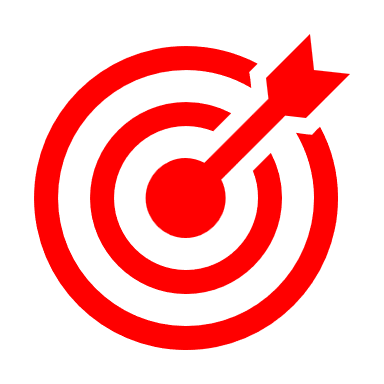
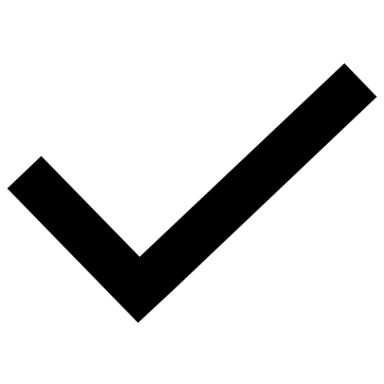
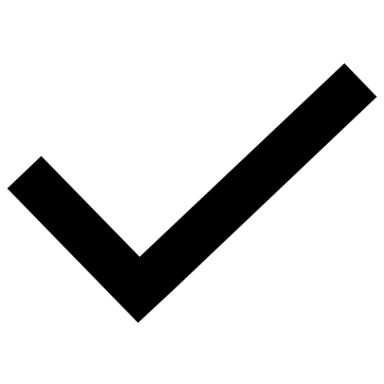
**Appendix 0.4 - Sample product usability map**

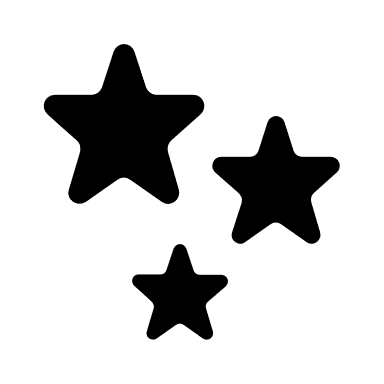


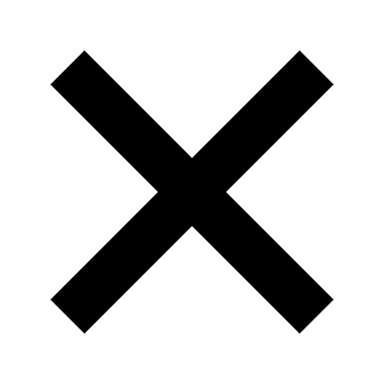




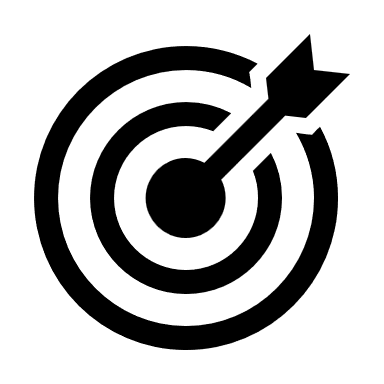




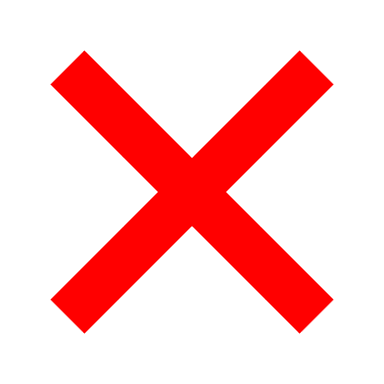
 - Us



- They



- Niche



- Important