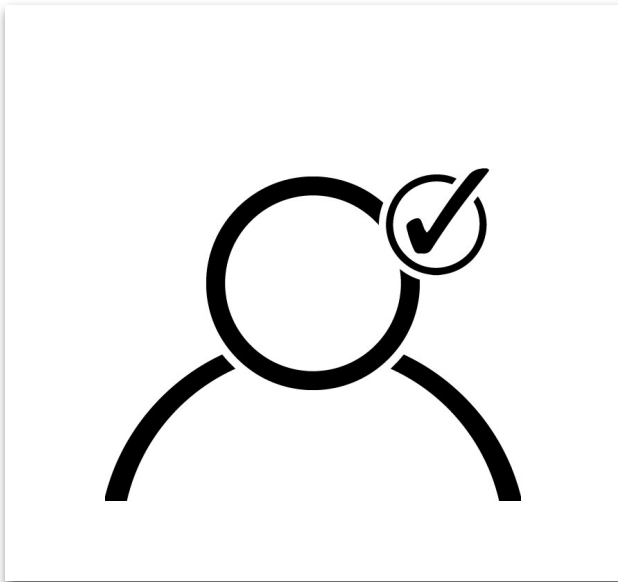


Determine What to Prototype

Now, try it with your idea.

Title **USERS' ACCEPTANCE**



What Is the Most Important Question to Answer?
Will users accept new product?

How Might We Test It?

The Retailer directly connected with consumers tells the acceptance of new product by consumers.

Priority Ranking # 3

Title **SUCCESSFUL JOURNEY**



What Is the Most Important Question to Answer?
How to make journey of new Product a success?

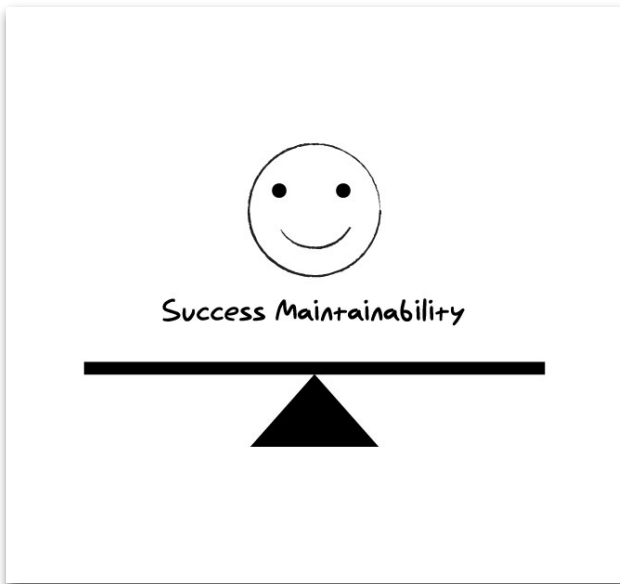
How Might We Test It?

The publicity campaign shall make this journey a success.

Priority Ranking # 5

Determine What to Prototype

Title **SUCCESS MAINTAINABILITY**



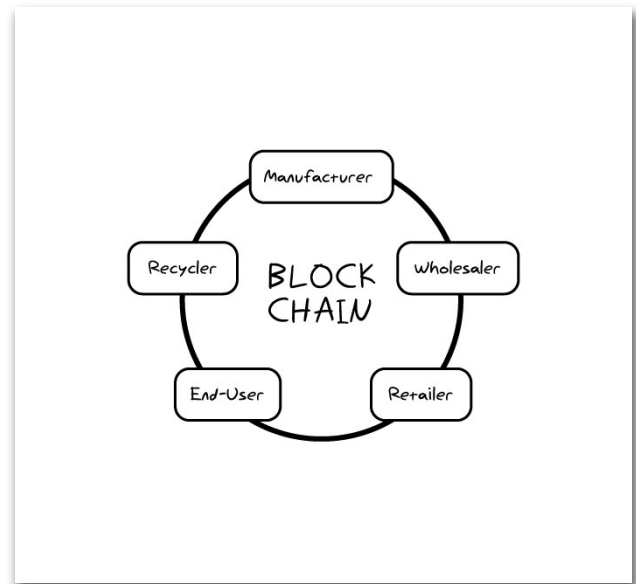
What Is the Most Important Question to Answer?
How to maintain & Increase the success achieved?

How Might We Test It?

The Block Chain is the test and responsible for increasing success.

Priority Ranking # 6

Title **BLOCK CHAIN**



What Is the Most Important Question to Answer?
How to successfully run Block Chain?

How Might We Test It?

All members of the Block Chain shall be appeared of the benefits of Product. The circle shall continue running after successful start-up.

Priority Ranking # 8