



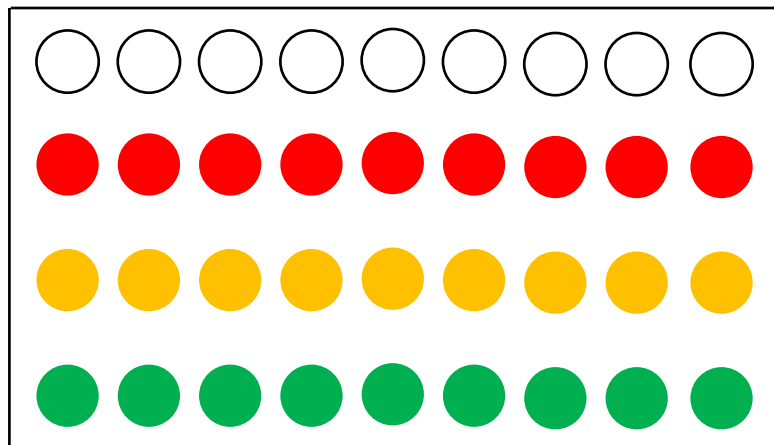


WINS Matrix

identify the potential high impact areas that are shared across the multiple customer personas

-  - No fit
-  - Weak relationship
-  - Intermediate relationship
-  - Strong relationship

Draft the Dot onto the matrix for scoring



<p style="text-align: center;">How might we questions →</p> <p style="text-align: center;">↘ Relationship between HMW and personas (no fit, weak, intermediate, or strong) ↘</p> <p style="text-align: center;">Customer personas ↓</p>	HMW placeholder	HMW placeholder	HMW placeholder	HMW placeholder	HMW placeholder	HMW placeholder	HMW placeholder
Persona placeholder							
Persona placeholder							
Persona placeholder							
Persona placeholder							
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