





She looked over
H-P's PC lineup
and asked:

*"Why would
someone buy
that?"*







Economy of
Excess Choice

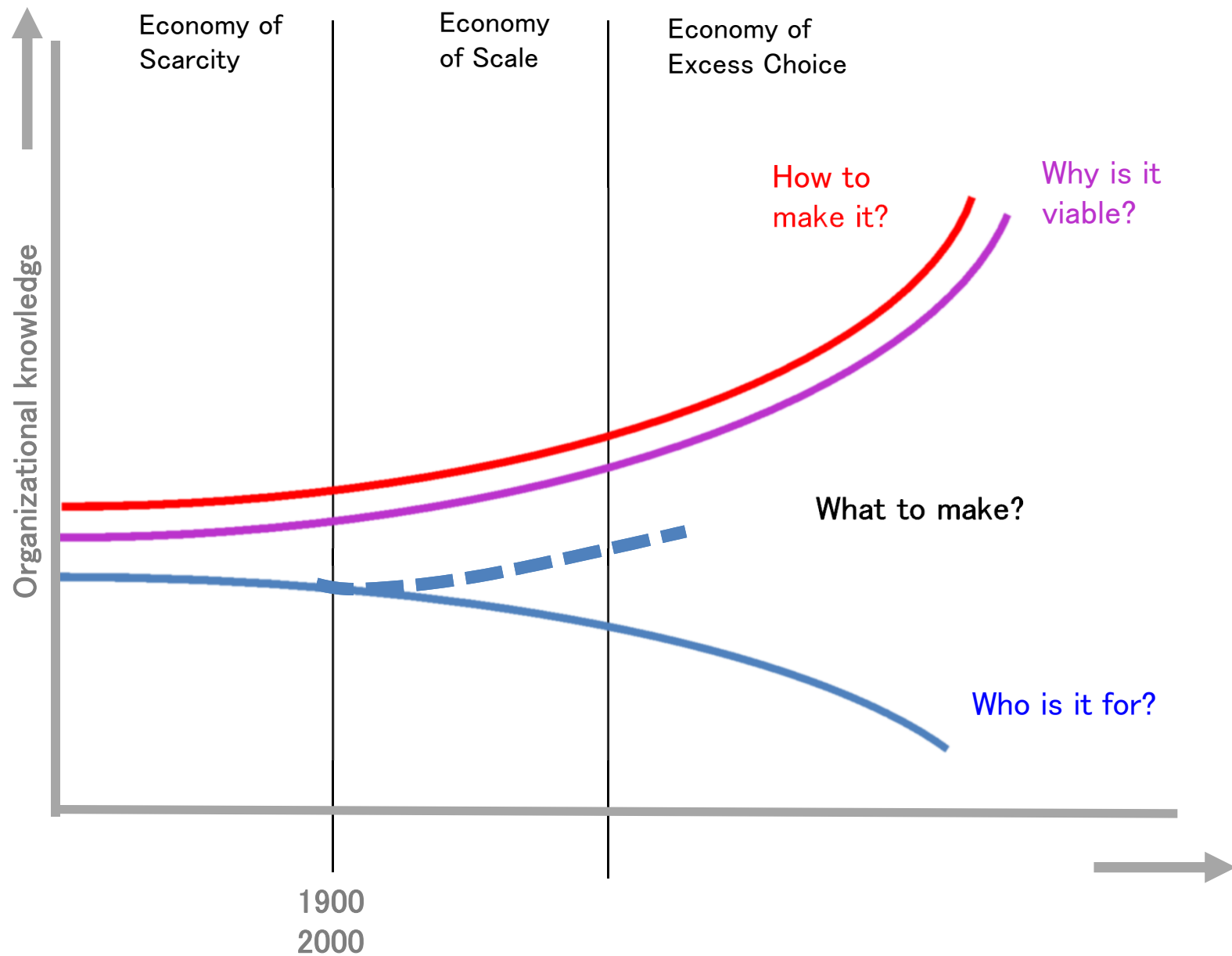
How to
make it?

Why is it
viable?

What to make?

Who is it for?





Which offerings are selling well and have opportunities for line extensions?

What are competitors doing?

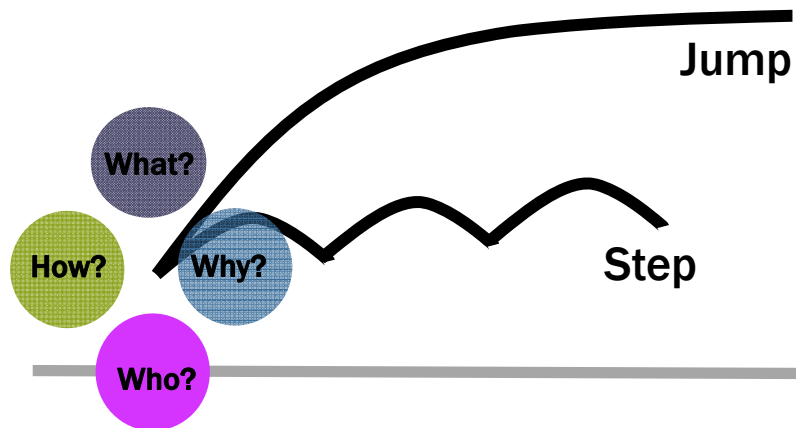
What do customers want?

How to grow share and margin?

Which demographic groups are growing and how to sell to them?

How to reduce production costs and increase flexibility?

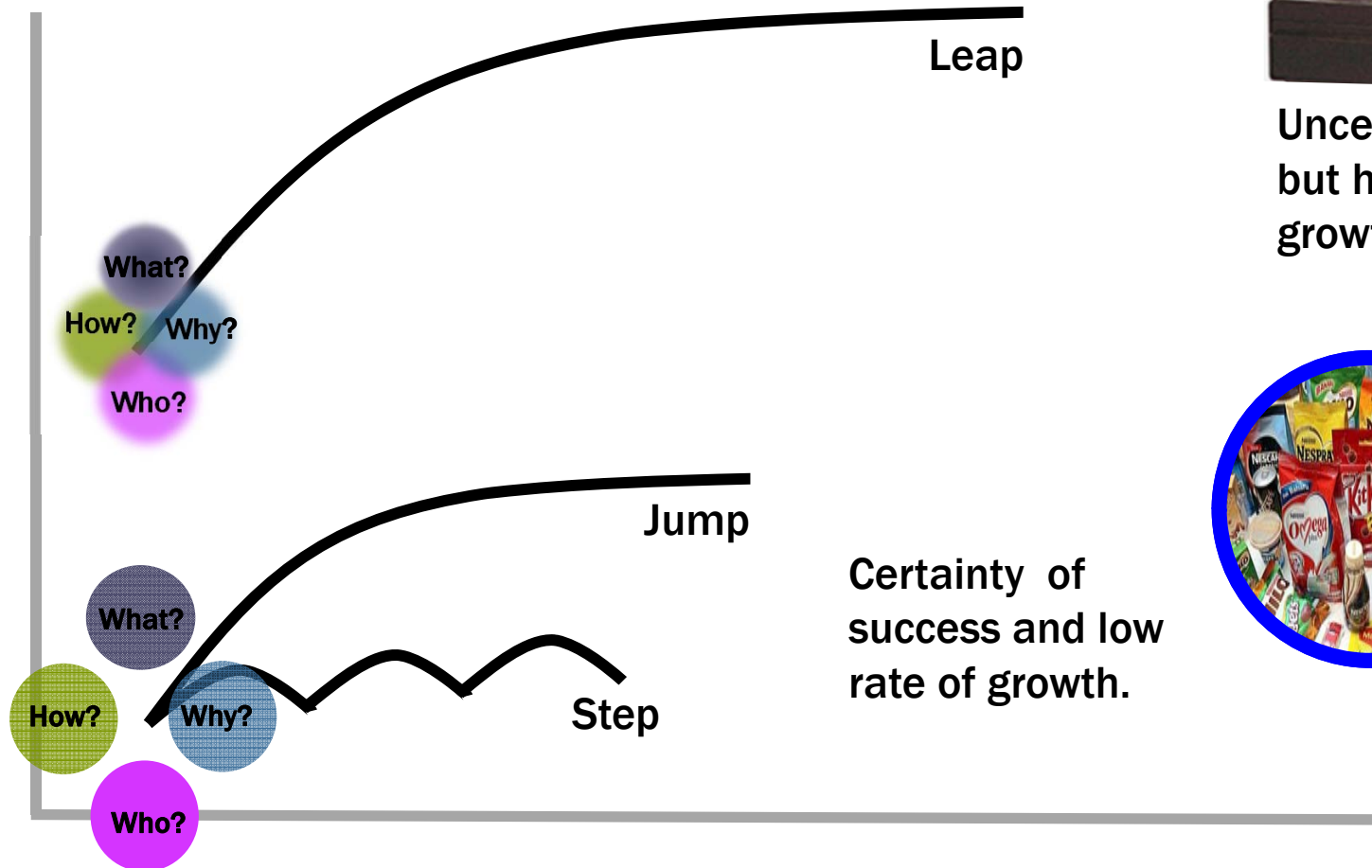




Certainty of
success and low
rate of growth.



Ambition & Ambiguity



Certainty of success and low rate of growth.



Uncertain success but high rate of growth.



Which offerings are selling well and have opportunities for line extensions?

What are competitors doing?

What do customers want?

How to grow share and margin?

Which demographic groups are growing and how to sell to them?

How to reduce production costs and increase flexibility?





What to make?

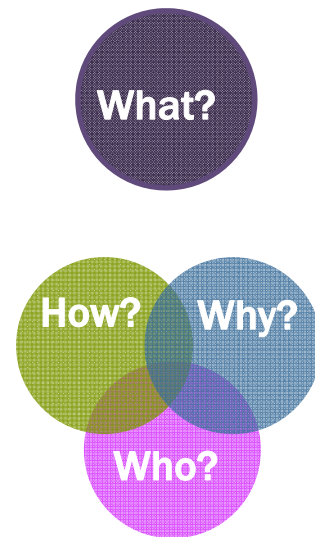
Who needs it?

Why will it create value?

How to make it?



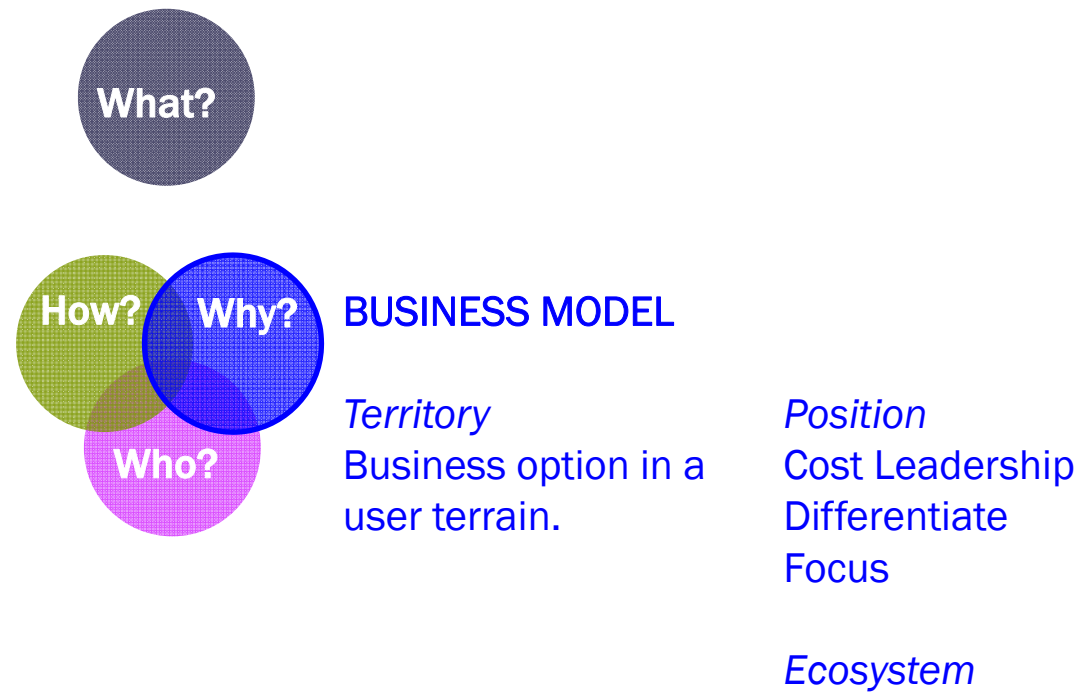
Sketching the Whole View



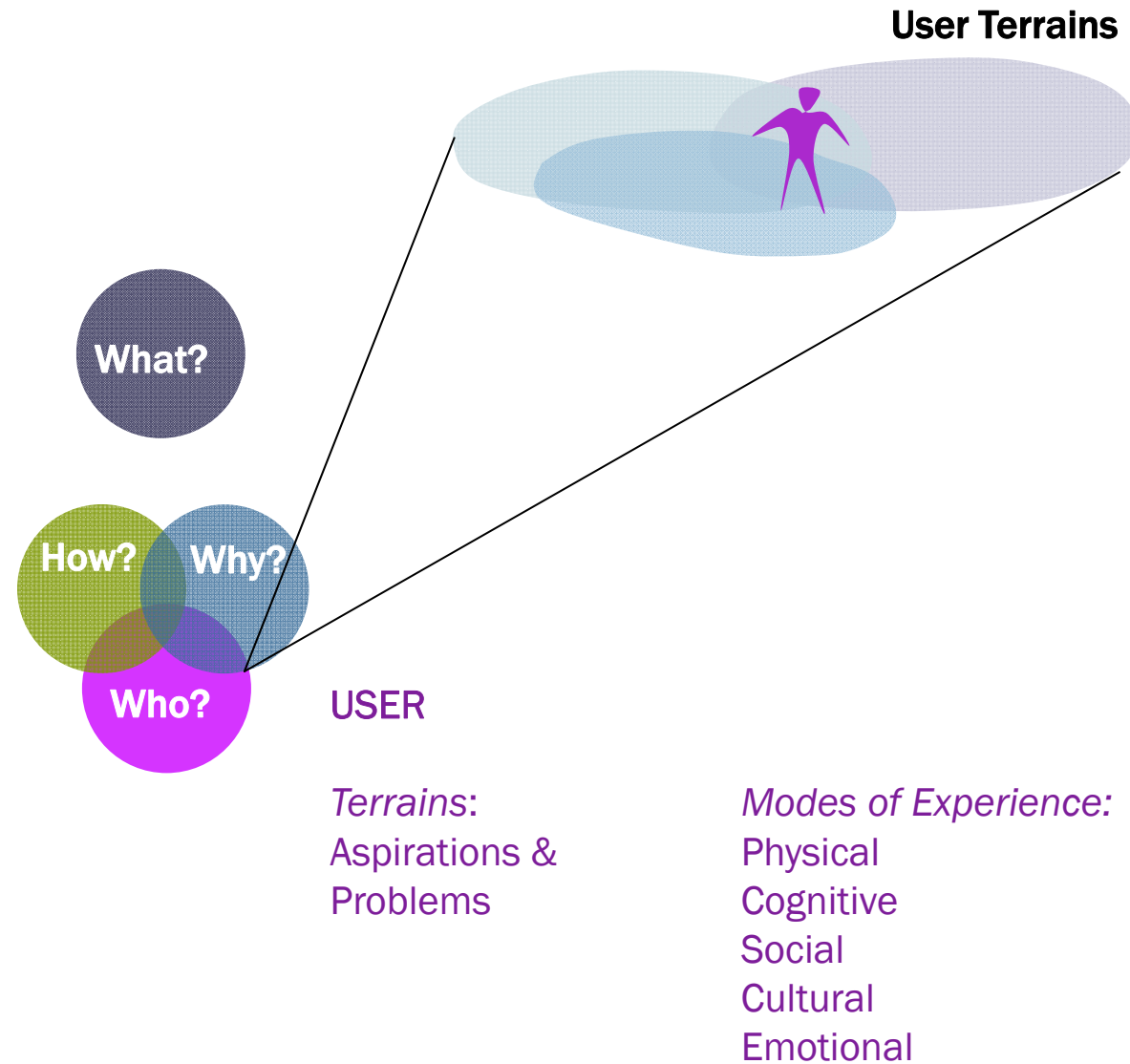
Sketching the Whole View



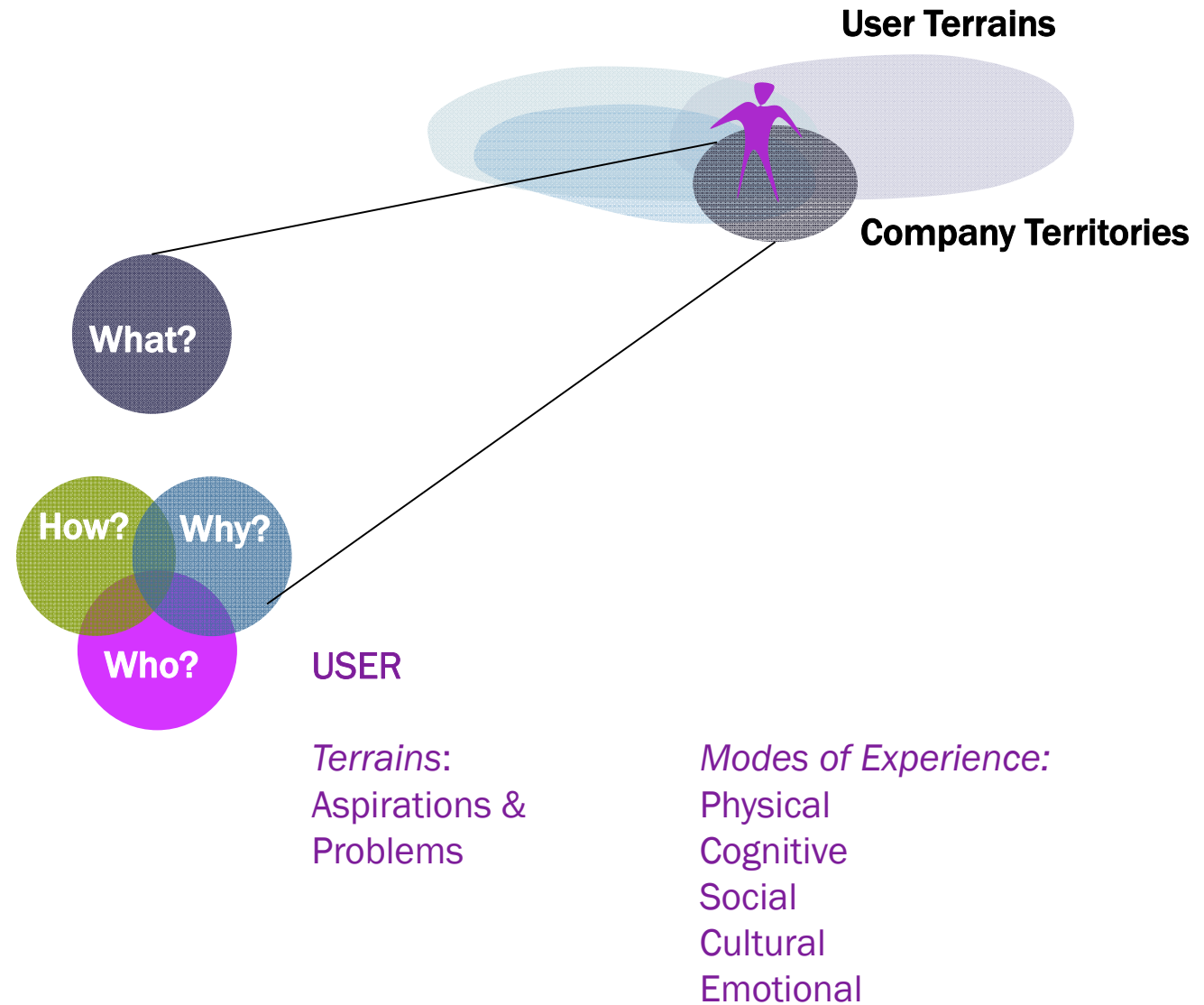
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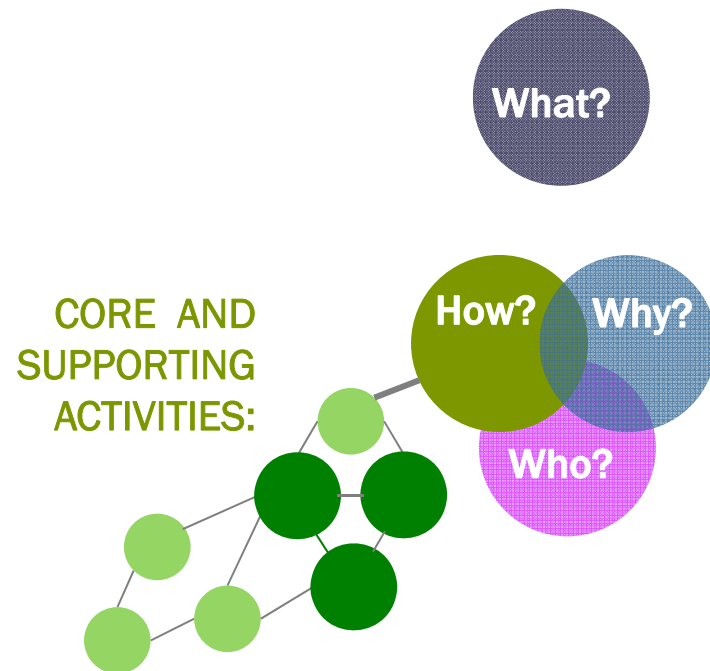
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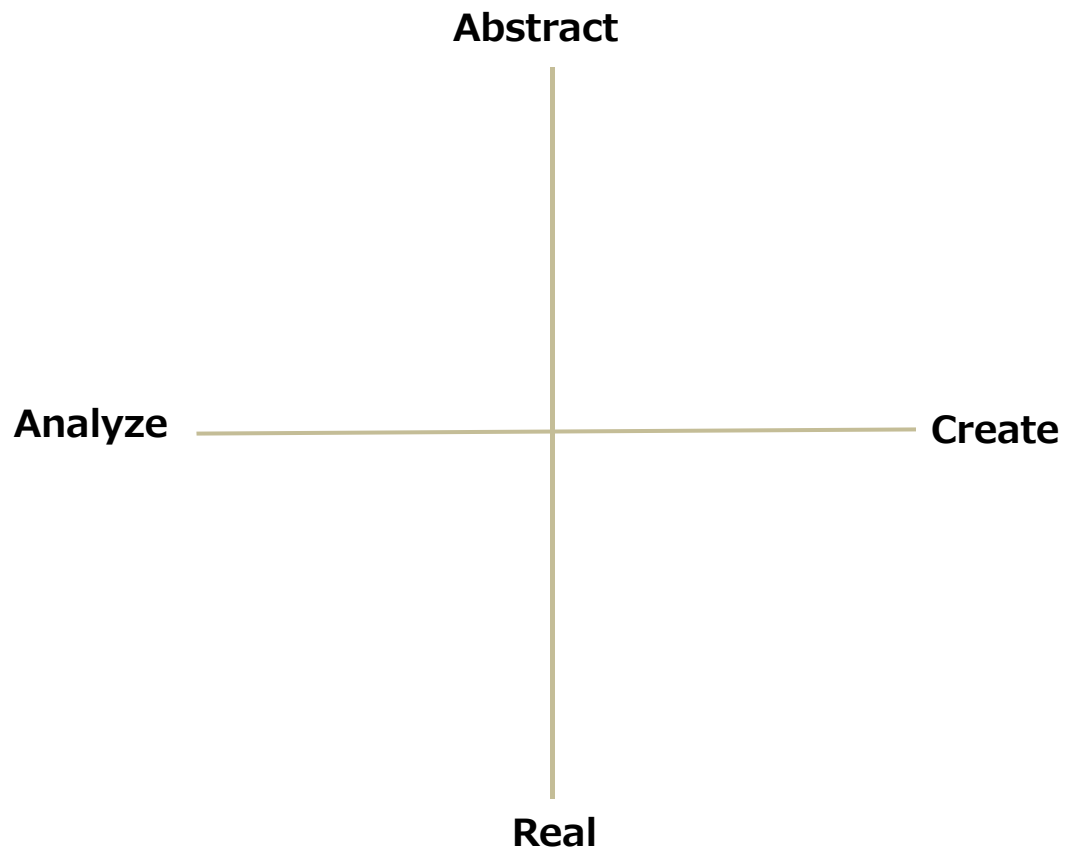


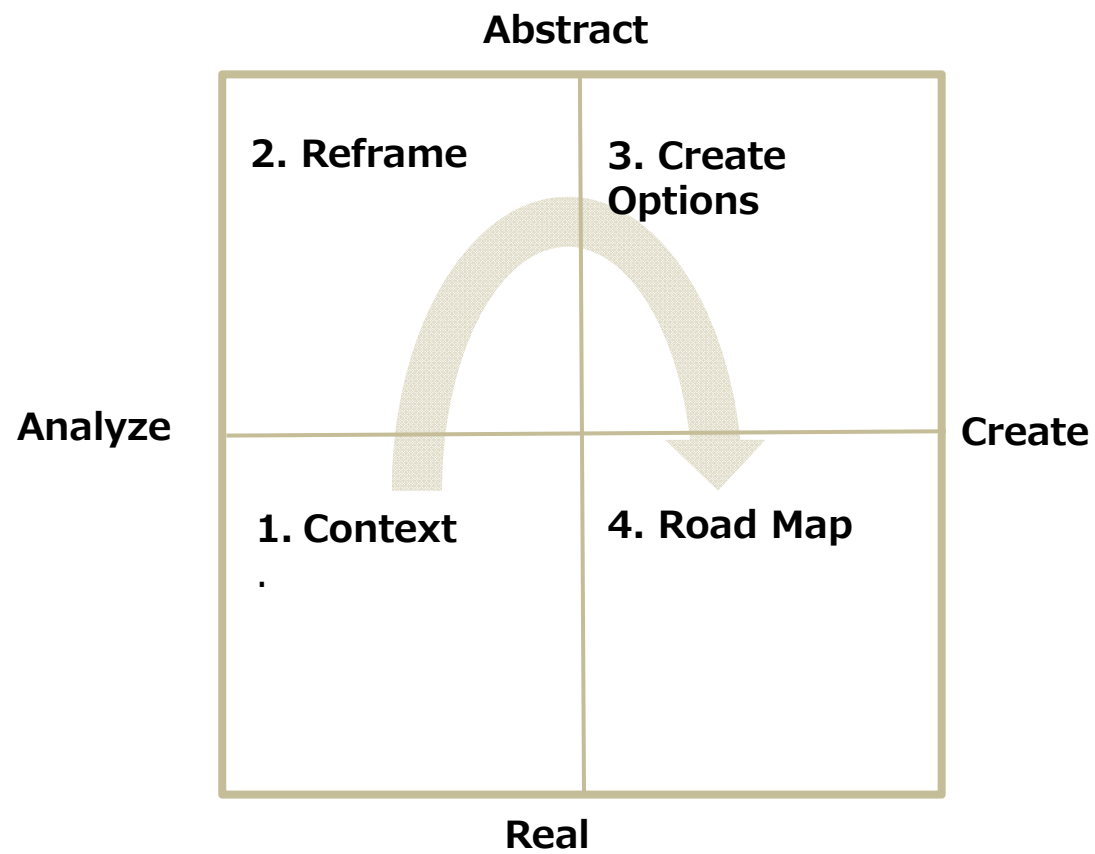
Sketching the Whole View

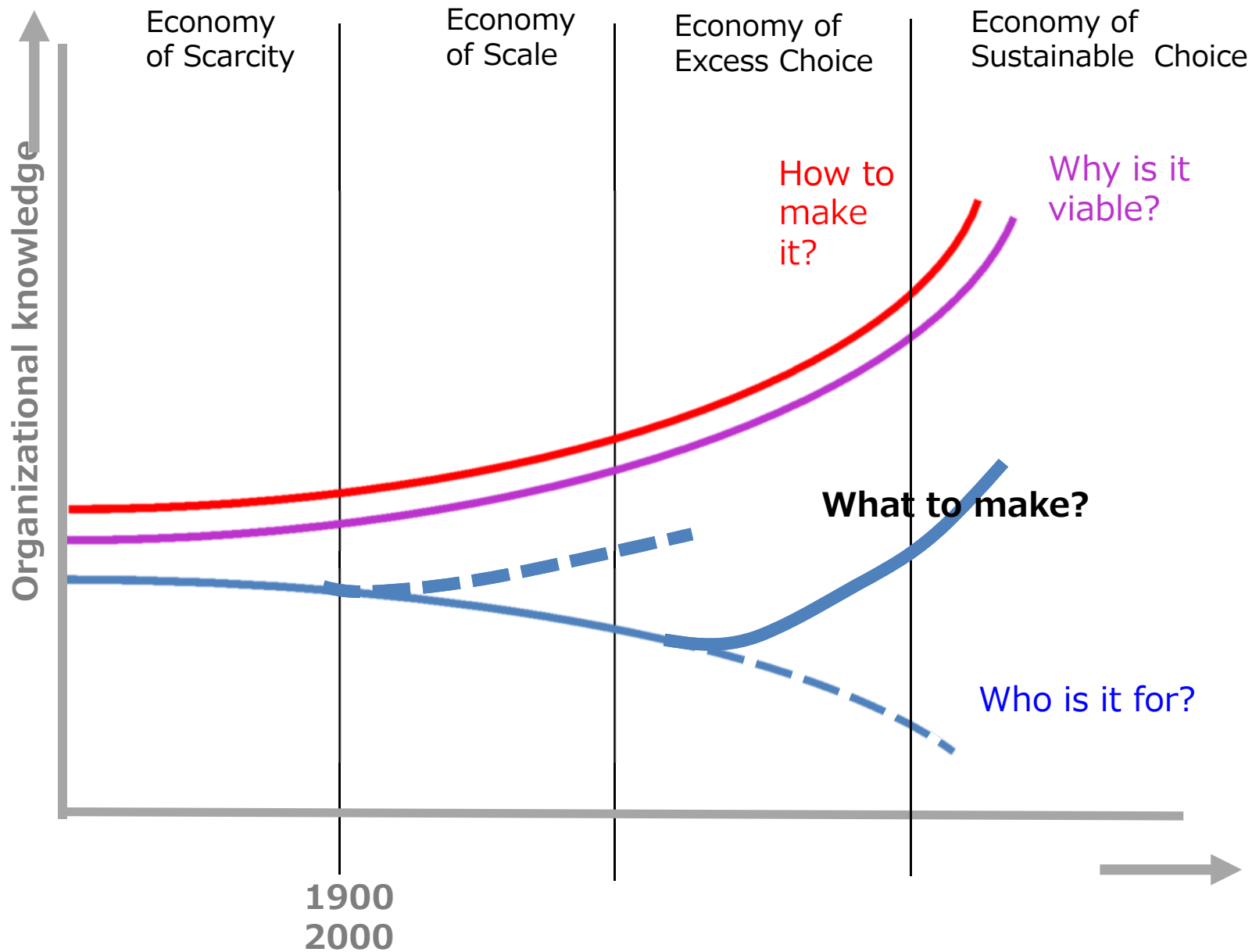


Sketching the Whole View









What?

How?

Why?

Who?

