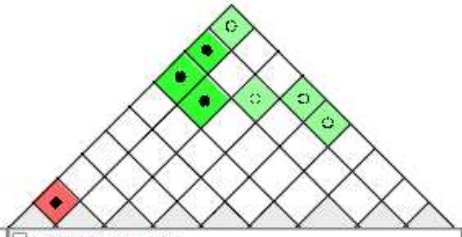

Roof Legend
- ● Strong Positive[3]
- ○ Weak Positive[1]
- □ Weak Negative[-1]
- ■ Strong Negative[-3]

Matrix Legend
- △ Weak[1]
- ○ Medium[3]
- ● Strong[9]

Direction Legend
- ↑ Maximize[1]
- ◎ Target[0]
- ↓ Minimize[-1]

			Customer Importance	Critical to Quality									Cu sto	
				Performance measures			User interface			Technical details				
				Time to detection	False alarm percentage	Supported locations	Web browser UI	Mobile application UI	Notification methods	Emergency detection algorithm(s)	Twitter interface	Data store interface	★ Our Current Product	[Min = 0.0] [Max = 0.0]
Direction of Improvement				↓	↓	↑	◎	◎	◎	◎	◎	◎		
Voice of Customer	Emergency detection	Accurate	5		●					●			0	
		Real-time	5	●							●		0	
		Support multiple emergency types	4			○				●			0	
	User notification	Notify of emergency	5	△					●				0	
		Update existing situations	3						●			△	0	
	Usability	Available 24/7	5				○	○			○		0	
		Easy to use	3				○	○					0	
	Customization	Notification method	4				●	●	○			△	0	
		Emergency types	2				●	●				△	0	
		Location of interest	3			●	●	●				△	0	
		Update opt-out	2				●	●				△	0	
Absolute Importance				50	45	39	123	123	84	81	60	14		
Relative Importance				8.08	7.27	6.30	19....	19....	13....	13.09	9.69	2.26		
Com netit	★ Our Current Product			0	0	0	0	0	0	0	0	0		
			[Max = 0.0] [Min = 0.0]											