



SCORE	INNOVATION	PERFORMANCE	DESIGN/SOUND/FEEL	VALUE
			* SUBJECT OPINIONS OF TESTER(S) ALSO INCLUDED.	
10	No other competitive, similar technology or feature	Provides industry leading performance within its category	Combines advanced materials or unique aesthetics	>25% cheaper than the premium industry standard
9	Features a key technology that is not common of competitive brands	Performance is matched by <10% of competitive category	Features a distinguished design technology	>10% cheaper than the premium industry standard
8	Features a technology or aspect that is not shared by industry leaders	Performance is matched by 10%-20% of competitive category	Compares with industry leaders in the product category	>0% cheaper than the premium industry standard
7	Features everything standard within the product category	Performance is matched by 20%-60% of competitive category	Contain almost all of the expected design features	Priced similarly to the premium industry standard
6	Is missing no more than 1 expected feature	Performance is matched by 60%-70% of competitive category	Contain most of the expected design features	>1% more expensive than the premium industry standard
5	Is missing 2 expected feature	Performance is matched by 70%-80% of competitive category	Contain some of the expected design features	>10% more expensive than the premium industry standard



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4	Is missing 3 expected feature	Performance is matched by 80%-90% of competitive category	Contain very little of the expected design features	>20% more expensive than the premium industry standard
3	Is missing 4 expected feature	Performance is matched by 90%-99% of competitive category	Contain almost none of the expected design features	>30% more expensive than the premium industry standard
2	Is missing 5 expected feature	Product is lacking in a key performance characteristic	Almost fails during testing	>40% more expensive than the premium industry standard
1	Is missing >5 expected feature	Product does not perform as intended	Fails during testing	>50% more expensive than the premium industry standard