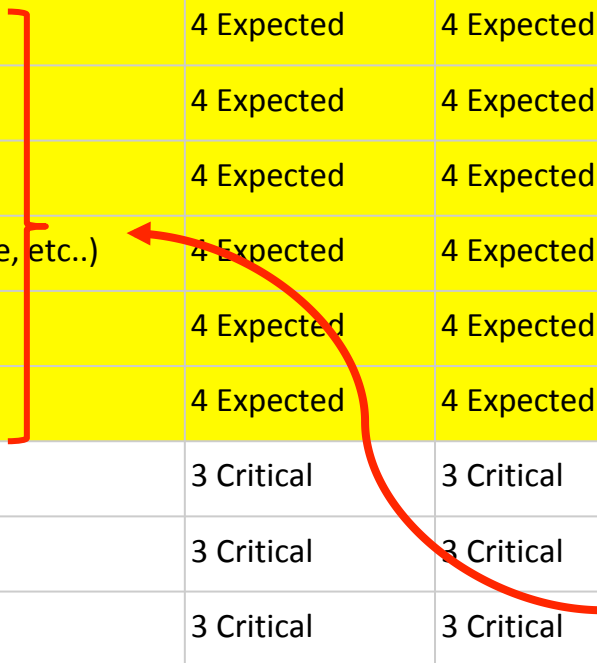


Feature	Customer Value*	Business Value**	Effort***	Equal Weight Score	Customer Weighted
View my current balance	4 Expected	4 Expected	4 Expected	12	16
Pay my bill with a credit card	4 Expected	4 Expected	4 Expected	12	16
Call a Dish representative	4 Expected	4 Expected	4 Expected	12	16
Change my information (address, email, phone, etc..)	4 Expected	4 Expected	4 Expected	12	16
View my bill due date	4 Expected	4 Expected	4 Expected	12	16
Change my payment information	4 Expected	4 Expected	4 Expected	12	16
View all charges in my current bill	3 Critical	3 Critical	3 Low	9	12
View any changes in my current bill	3 Critical	3 Critical	3 Low	9	12
Make changes to my current package	3 Critical	3 Critical	2 Medium	8	11
Set up recurring payments	0 Trivial	2 Major	3 Low	5	5
Pay my bill with PayPal	0 Trivial	2 Major	2 Medium	4	4
Pay my bill with Android Pay	0 Trivial	2 Major	2 Medium	4	4
Pay my bill with Apple Pay	0 Trivial	2 Major	2 Medium	4	4
Pay my bill with Bitcoin	0 Trivial	2 Major	2 Medium	4	4
Track my service tech's location en route to my residence	1 Minor	0 Trivial	1 High	2	3
View my multiple accounts (business and personal)	0 Trivial	1 Minor	2 Medium	3	3



M.V.P.