Eliminate, Reduce, Raise Create

Owner

- -

Product or Service
Which product or service do you want to improve and innovate on?

Eliminate
Which factors that the industry takes for granted should be *eliminated*?

Why eliminate these?

Reduce
Which factors should be *reduced well below* the industry's standard?

Why reduce these factors?

Raise
Which factors should be *raised well above* the industry's standard?

How will it improve customer's current experience?

Create
Which factors that the industry has never offered should be *created*?

How will it make customer's life better?

Eliminate, Reduce, Raise Create

Owner
Casella Wines

⬢ Product or Service
≣ Which product or service do you want to improve and innovate on?

> *Yellow Tail Wine*

🗑 Eliminate
≣ Which factors that the industry takes for granted should be *eliminated*?

- Enological terminology and distinctions
- Aging qualities
- Above-the-line marketing

Why eliminate these?

- Customers don't understand intricacies of wine making
- They don't care about aging qualities

✂ Reduce
≣ Which factors should be *reduced well below* the industry's standard?

- Wine Complexity
- Wine Range
- Vineyard Prestige

Why reduce these factors?

- Complex wines are hard to drink
- Too many wines options is confusing
- No one knows about vineyards

⬍ Raise
≣ Which factors should be *raised well above* the industry's standard?

- Price vs Budget Wines
- Retail Store involvement

How will it improve customer's current experience?

- Easier to identify good quality wine vs budget options
- Promote wine and educate customers

⊕ Create
≣ Which factors that the industry has never offered should be *created*?

- Easy Drinking
- Ease of selection
- Fun and adventure

How will it make customer's life better?

- Good wine is easy to drink
- No more confusion in store about which wine to buy
- Share interesting stories with your friend about the wine