

Life Technologies

Interactive Samples

These interactives were designed after the original content was created. The interactives are meant to reinforce the learning and activities that takes place in the live workshop. All participants are expected to attend the live workshop as well as utilize the online course and WebEx sessions for additional support.

Table of Contents

Storyboard Phase	2
Finalized Interactives	16

General Instructions:

- All interactives should map to the Life Technologies templates.
- The instructions for each interactive starts with a title page noting the asset name and any relevant notes.
- I also used comment boxes to make comments on the slides themselves.
- Content in the Notes pane is for narration unless otherwise specified.
- Please be sure to double-check spelling and grammar against the source document.

Storyboard Phase

These instructions are directed towards the multimedia team who create the interactives.


001861 Positioning and Segmentation – Location in course TBD

New interactive to introduce customers to learner.


Use information in next five slides to create a custom CNS. Original images and information can be found on the whiteboard in the following file:

Life technologies\ID\Source\Customer Persona Mapping_P&S and P&P
eLearning.pdf

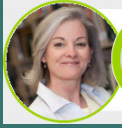
Please recreate **ALL** text and graphs so it is consistently crisp and sharp.




Sarah
University Lab Technician
Aspiring PhD Student



Scott
CEO Biotech Firm
Thinks Big

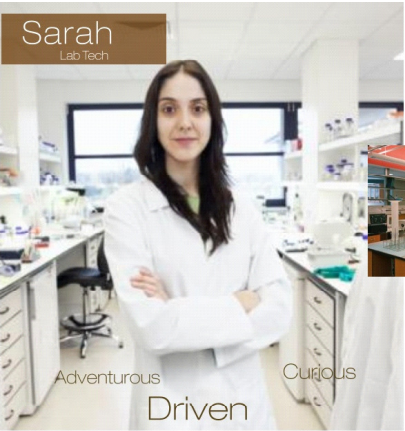


Deborah
Professor/Purchaser/Principal Investigator
Career-Focused



Michael
Forensic DNA Analyst
Mystery-Buster

CNS – location in course TBD. Each of the clickies should open to a profile of the person (displayed on the next four slides). The original images can be found on the whiteboard in the following file: Life technologies\ID\Source\Customer Persona Mapping_P&S and P&P eLearning.pdf



Sarah
Lab Tech

Adventurous
Driven
Curious

Reliability

Functional Efficacy

Appearance

Age: 25
Gender: F
Household Income: \$35k
Education: Bachelors, biochemistry
Lab budget: \$\$\$\$

Sarah is working in a genetics lab now and will apply to PhD programs next year. The genetics lab will diversify her undergrad biochemistry focus.

Work Description

- Sets up chemistry reactions using robots
- Monitors quality control of reactions and reports weekly summaries of lab observations and empirical data
- Employs a variety of genomic techniques, including RNA handling, preparation and storage of RT and PCR reactions
- Operates various liquid handling devices and sensitive laser scanners

Influence on Purchase Decision

High	Sarah	Scott	Deborah	Michael
Low	●	●	●	●

P.A. Quadrant

Artistic	Enriched
Basic	Versatile

The original images can be found on the whiteboard in the following file: Life technologies\ID\Source\Customer Persona Mapping_P&S and P&P eLearning.pdf

001861 Positioning and Segmentation - 02a_p3_1

This screen already exists. Please add the interactivity and instruction text detailed in the next slide to the existing screen.

Strategic Marketing Management

Click each row to review the need and product attribute for each customer.

Customer	Needs	Product Attribute
Large Pharmaceutical (department head)	TAG1 needs to reduce cost	Screening solution
Research		
Labs (ication
Biolog		
studyi		
Acade		o-use

Large Pharmaceutical (department head)

Table row description text to come here on click. The row would highlight as shown once the user has clicked the row. On click, all other rows are deactivated and the user has to click the Close button on the pop up to proceed.

Close

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL RESOURCES

00:00 00:00 1 of 2

001861 Positioning and Segmentation - 02a_p3_1

Symbolic vs. Functional Needs - Create table as a flash asset that the student can click on to enlarge each row and read it more effectively giving them the examples they will need.

001861 Positioning and Segmentation - 02a_p4_1

Value Creation

Use the following 8 slides to create a Flash interactive.

Creating Value
Value Creation Exercise

TAG1

Customer	Needs	Attribute

Text Version

Now, it's your turn. You can create a similar table for your product. Consider a representative customer from your main segment. First, describe that customer in the left column. The more detailed the description, the easier it would be to optimize the strategy. Next, in the middle column, try and define the needs this

PRINT

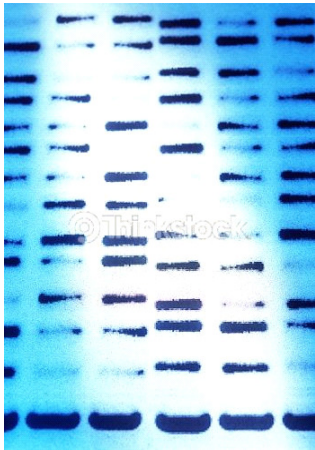
00:00 01:14 8 of 9

02a_p4_1

Now, it's your turn. You will create your own table for the Thea system. First, let's review how to complete the Value Creation table.

Consider a representative customer from your main segment. First, describe that customer in the left column. The more detailed the description, the easier it would be to optimize the strategy. Next, in the middle column, try and define the needs this customer has as they pertain to the relevant context. Needs can be defined as any value-creating aspect, and should be defined at the most basic, yet still useful way. For example, ease of use is almost always a need, but it is much more useful to break it down into components, such as work-flow complexity, number of hands needed, number of different steps to the process, etc. Finally, try to match current and potential product attributes to the needs. For example, a one-step process may be a product attribute that meets the ease of use need, but so can a simple digital control panel.

Background



Gel Electrophoresis

TAG1

02a_p4_2

To complete the table, you are going to need to know a little background on the Thea system and gel electrophoresis.

Gel electrophoresis is the process that uses electricity to separate DNA or protein fragments by size as they migrate through a gel matrix. Because of its various applications, gel electrophoresis has become a large business with good growth. However, the process of conducting gel electrophoresis has changed very little since its development in the 1970s. Conducting the gel electrophoresis involves many steps and takes an inefficient amount of time to complete. Thankfully, alternative technologies such as Life Technologies' Thea system are on the rise.

The Thea System

- Running, Imaging, and Analysis instrument
 - Gel tank and power supply
 - Imaging system
 - Image analysis software
 - Small instrument footprint
- Cassette with wedge-shaped wells
 - 50% greater load capacity
 - Easy-loading
- Gel and membrane holder
 - Western applications
 - Increased detection sensitivity
 - Fluorescent Standard - 12 total bands
 - MW estimation; 1 band relative quantitation
- Fluorogenic label kit
 - Robust labeling, non-hazardous chemistry
- New NuPAGE® gel chemistry
 - 15 minute gel runs with NuPAGE® performance



02a_p4_3

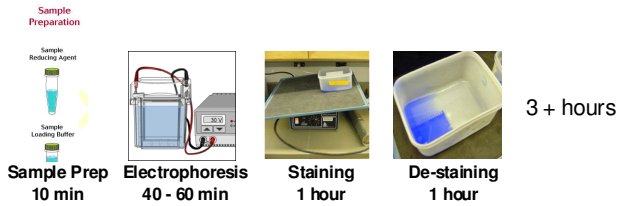
The goal of the Thea system is to rejuvenate the industry, based on a new customer-focused approach and inspire next generation products ultimately accelerating the growth of Life Technologies products in the field of gel electrophoresis. Review the Thea system information and then click **Next** to continue.

Electrophoresis Workflow Comparison

TAG1

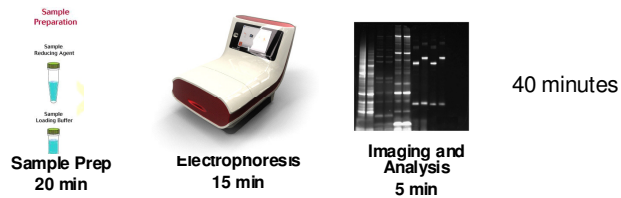
Pre-cast Gel Workflow

4 steps plus imaging and analysis



Thea Workflow

2 steps



(Homebrew gel workflow can be 6+ hours and many more steps)

02a_p4_4

Here you can see the differences between the traditional pre-cast gel workflow and the efficient Thea workflow.

Which persona would be the best target customer for the new Thea system?



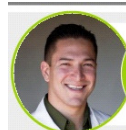
Sarah
(Lab Tech)



Scott
(CEO)



Deborah
(PI)



Michael
(Forensic DNA Analyst)

TAG1

02a_p4_5

Knowing what you do about the Thea system, which persona would be the best target customer for the new Thea system (For reference, the full customer personas can be found on the Resource tab)?

Sarah – Sarah works in a lab, but because she is an undergrad, she doesn't have much exposure to DNA or protein testing directly. Try again.

Scott – Scott may make the ultimate decision in what system is purchased, however he doesn't have a lot of experience with using the system in the lab. Try again.

Deborah – Deborah is a good guess, but her involvement with electrophoresis is limited. There may be a better choice. Try again.

Michael - Michael is correct. Although he may not have a lot of influence on most purchasing decisions, this one is right up his alley. Let's hear a little bit more about Michael.

Michael



With respect to electrophoresis, Michael needs to:

- Characterize DNA in a complex sample
- Reproduce results with accuracy

Concerns:

- Space-saving design
- Budget
- Ease of use
- Efficient processing times
- Eco-friendliness
- Confidence in product

02a_p4_6

Michael: "My job as a Forensic DNA Analyst requires that I conduct numerous gel electrophoreses. That means I have to characterize DNA in a complex sample, and be able to reproduce my results with accuracy. We've been doing gel electrophoresis the same way since the 1970s. It would be great to see innovation in this area. I don't have a lot of space in my lab for new equipment and I definitely have to keep costs down as much as possible. I probably would only be interested in a new product if the new equipment or processes are easy-to-use, function quickly, eco-friendly, and give me the same level of confidence I have using gel electrophoresis."

Strategic Marketing Management

Using Michael as the target customer, complete the table by typing his needs and the product attributes that fulfill those needs in the appropriate cells. When you have finished, click **Submit** to review your answers.

Customer	Needs	Product Attribute
Scientists using or studying DNA or proteins TAG1		

ADDITIONAL READING | RESOURCES | GLOSSARY | MY NOTES

00:00 00:00 1 of 2

02a_p4_7

Using Michael as the target customer, complete the table by typing his needs and the Thea system attributes that fulfill those needs in the appropriate cells. When you have finished, click **Submit** to review your answers.

Strategic Marketing Management

When you have finished reviewing your answers, click **Next** to continue the course.

Customer	Needs	Product Attribute
Scientists using or studying DNA or proteins TAG1	Learner answer needs to be displayed here. Suggested Answers: <ul style="list-style-type: none"> • Characterize DNA in a complex sample • Reproduce results with accuracy • Lab space requirement • Ease of use • Efficient processing times • Eco-friendliness • Confidence in product 	Learner answer needs to be displayed here. Suggested Answers: <ul style="list-style-type: none"> • SDS-PAGE, imaging, and image analysis software • Fluorescent label, NuPAGE@gel, protein std. • Small instrument footprint • 40-minute workflow • Designed-for-environment packaging • NuPAGE@performance

BY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

02a_p4_7 (cont'd)

Here are your answers with the suggested answers. When you have finished reviewing them, click **Next** to continue the course.

001861 - Positioning and Segmentation

- The Remaining Slides are one slide to each interactive.
- The asset number and development notes for each interactive can be found in the Notes section.

Strategic Marketing Management

Complete the table by typing your information into each cell. Click the Print button to print or save the table. When you are done, click the Next button.

Capabilities	Customers	Competition

Navigation: MY NOTES, GLOSSARY, RESOURCES, ADDITIONAL READING

00:00 00:00 1 of 2

001861 Positioning and Segmentation - 02b_p2_1

Value Proposition - Create an interactive table in which the learner can input their answers into each column and print or save the resulting form.

Strategic Marketing Management

Scenario will gohere... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sapien erat. Suspendisse ligula urna, ultrices sit amet sagittis ac, tincidunt at orci. Sed pellentesque elit quis est cursus dapibus. Cras magna neque, rhoncus vitae aliquet a, aliquet at lectus. Sed vitae fermentum nisi. Proin mauris odio, molestie eget varius vel, tincidunt at quam. Pellentesque id dolor purus. Nulla eleifend scelerisque dui a ultrices. Quisque eu augue imperdiet odio imperdiet adipiscing. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In hac habitasse platea dictumst.

If you have your own NPV to calculate, just fill in the text boxes again and click Submit to recalculate.

Click the Done button when finished.

Net Cash Flow (R)

Discount Rate (i)

Time (t)

NPV

Navigation: MY NOTES, GLOSSARY, RESOURCES, ADDITIONAL READING

00:00 00:00 1 of 2

001861 Positioning and Segmentation - 02c_p1_1

NPV - Create an interactive calculator in which the learner can input values to calculate NPV.

Strategic Marketing Management

Scenario will go here... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sapien erat. Suspendisse ligula urna, ultrices sit amet sagittis ac, tincidunt at orci. Sed pellentesque elit quis est cursus dapibus. Cras magna neque, rhoncus vitae aliquet a, aliquet at lectus. Sed vitae fermentum nisi. Proin mauris odio, molestie eget varius vel, tincidunt at quam.

For _____

 among all _____
 because _____

Select the most appropriate selection based on the given scenario to complete the highlighted blank from the following three choices:

1. TaqMan PCR Solutions is most trusted nucleic acid detection system
2. Life technologies maximizes utility of research dollars
3. Open Array Digital PCR offers a wider range of experimental options

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

001861 Positioning and Segmentation - 03b_p3_1

The Positioning Statement - Create three choices for each component of the Positioning Statement and allow learner to select the appropriate choice for each component.

Strategic Marketing Management

Complete the table by typing your information into each cell. Click the Print button to print or save the table. When you are done, click the Next button.

Customer Analysis	Competitive Analysis	Company Analysis

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

001861 Positioning and Segmentation - 03b_p4_1

3C Analysis - Create an interactive table in which the learner can input their answers into each column and print or save the resulting form.

Strategic Marketing Management

Complete the table by typing your information into each cell. Click the Print button to print or save the table. When you are done, click the Next button.

Brand/Product	Target Group	Customer Needs	Competitive Framework	Benefit	Reason-Why	Brand Character

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

001861 Positioning and Segmentation - 03b_p5_1

Positioning Matrix - Create an interactive table that allows the learner to input their answers into each cell and print or save the resulting form.

Strategic Marketing Management

Fill-in the Value Proposition. When you have finished filling in the statement, you can print or save the form. Click the Done button to continue the course.

Considering your product/service, please provide the following estimates:

creates value because it is

better cheaper better and cheaper (select one)

This value can be described in the following monetary amounts:

- My main customer segment is (will be) willing to pay at least \$ for the product/service,
- But will not pay more than \$ under any circumstances.
- My main customer segment will use as a reference, at the amount of \$
- The attributes/dimensions that create value differentiation from this reference are , , and .

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

001909 Pricing and Profitability - 02b_p4_2

What's My Value? - Create an interactive that allows the learner to fill-in the blanks and print or save the resulting form.

Strategic Marketing Management

Scenario will gohere... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sapien erat. Suspendisse ligula urna, ultrices sit amet sagittis ac, tincidunt at orci. Sed pellentesque elit quis est cursus dapibus. Cras magna neque, rhoncus vitae aliquet a, aliquet at lectus. Sed vitae fermentum nisi. Proin mauris odio, molestie eget varius vel, tincidunt at quam. Pellentesque id dolor purus. Nulla eleifend scelerisque dui a ultrices. Quisque eu augue imperdiet odio imperdiet adipiscing. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In hac habitasse platea dictumst.

If you have your own NPV to calculate, just fill in the text boxes again and click Submit to recalculate.

Click the Done button when finished.

Future Cash Flow (CF)

Discount Rate (i)

CLV

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

001909 Pricing and Profitability - 02e_p2_1

Lifetime Value - Create an interactive calculator in which the learner can input values to calculate Lifetime Value.

Strategic Marketing Management

Complete the table by typing your information into each cell. Click the Print button to print or save the table. When you are done, click the Next button.

Assumption/ Missing Information	Type of Data Needed	Methodology to Obtain Data	Priority

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:00 00:00 1 of 2

001909 Pricing and Profitability - 03a_p5_2

Where Are My Answers? - Create an interactive table in which the learner can input their answers into each column and print or save the resulting form.

Strategic Marketing Management

Scenario will go here... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sapien erat. Suspendisse ligula urna, ultrices sit amet sagittis ac, tincidunt at orci. Sed pellentesque elit quis est cursus dapibus.

Create the Demand Curve by dragging the data points to the graph. When you have completed the graph, you can print or save it. Click the Done button to continue the course.

00:00 00:00 1 of 2

001909 Pricing and Profitability - 03b_p3_2

Demand Curve - Create an interactive that allows the learner to drag data points to the graph to display the demand curve. The learner should be able to print or save their graph.

Strategic Marketing Management

Scenario will go here... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sapien erat. Suspendisse ligula urna, ultrices sit amet sagittis ac, tincidunt at orci. Sed pellentesque elit quis est cursus dapibus. Cras magna neque, rhoncus vitae aliquet a, aliquet at lectus. Sed vitae fermentum nisi. Curabitur quis sapien erat. Suspendisse ligula urna, ultrices sit amet sagittis ac, tincidunt at orci.

Based on the given scenario, drag each group of consumers to the segment to which they belong

00:00 00:00 1 of 2

001909 Pricing and Profitability - 04a_p3_4

Price Segmentation - Create a drag-and-drop interaction that allows learner to group customers into different segments based on given attributes. Present a few scenarios and attributes so learner has a number of opportunities to segment the same population.



Scenario will go here... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sapien erat. Suspendisse ligula uma, ultrices sit amet sagittis ac, tincidunt at orci. Sed pellentesque elit quis est cursus dapibus. Cras magna neque, rhoncus vitae aliquet a, aliquet at lectus. Sed vitae fermentum nisi. Curabitur quis sapien erat. Suspendisse ligula uma, ultrices sit amet sagittis ac, tincidunt at orci.



Based on the scenario, would you choose to price your product high or low?

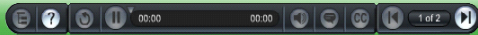


MY NOTES

GLOSSARY

RESOURCES

ADDITIONAL READING



001909 Pricing and Profitability - 04e_p1_6

Nash Equilibrium - Create an interactive pricing "game" in which the learner chooses a number to come closest to the 20% mark. We can use the actual distribution of numbers from the live course as the other competitors.

Finalized Interactives

Completed Interactive Samples

The screenshot shows an interactive presentation interface. At the top, a header bar reads "Creating Value" and "Symbolic vs. Functional Needs" with a small logo on the right. Below the header, a man in a suit stands on the left, gesturing towards a central table. The table has three columns: "Customer", "Need", and "Product Attribute". The first table lists three rows: "Large pharmaceutical (department head)", "Research lab", and "Labs (viral count)". A second table below it lists "Academic researchers". To the right of the tables is a vertical sidebar with buttons for "MY NOTES", "GLOSSARY", and "RESOURCES". At the bottom, there is a video player control bar with a play button, a progress bar showing "00:29" of "00:29", and a "5 of 16" indicator.

Customer	Need	Product Attribute
Large pharmaceutical (department head)	Needs to reduce cost	Screening solution
Research lab	Needs to access technology	Access fee (one-time)
Labs (viral count)	Need to deliver accurate results	Absolute vs. relative quantification

Customer	Need	Product Attribute
Academic researchers	Need to find relevant information at each phase of research	Intuitive search and easy-to-use and searchable library

Functional needs are those needs that relate to the product's physical attributes and satisfy consumers' product-related needs, while symbolic needs are generally centered around enhancing the social or emotional being of the customer. Let's take a look at some real customer needs and the product attributes that fill these needs.

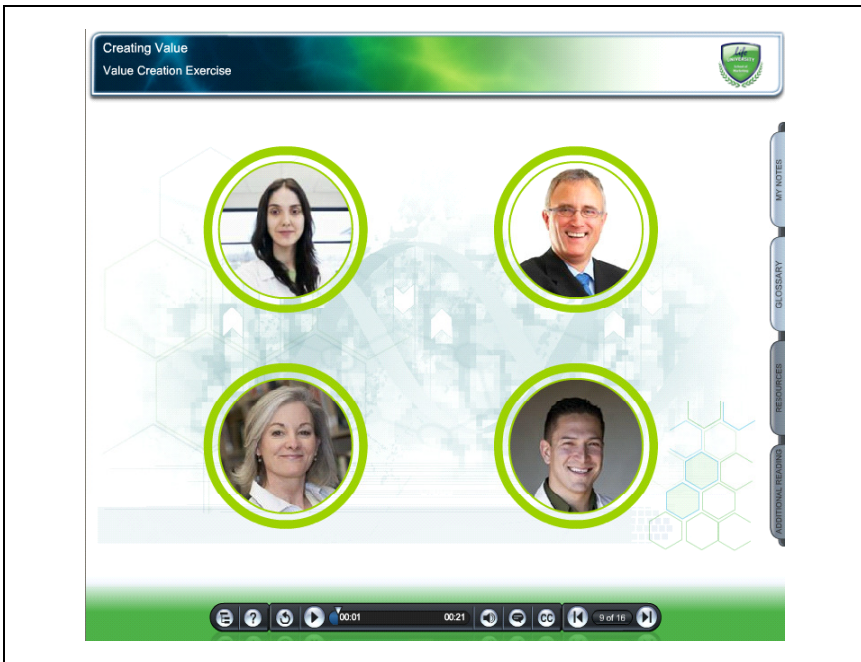
Click each row to review the need and product attribute for each customer.

The following screens are part of a large interactive.

Completed Interactive Samples

Now, it's your turn. To complete the table, you are going to need to know a little background on the types of customers Life Technologies has, as well as the Thea system and gel electrophoresis. Let's begin with the customers.

Click each consumer persona to learn more about each type of Life Technologies customer.



Creating Value
Value Creation Exercise

Sarah
Lab 500P

Reliability Functional Efficacy Appearance

Age : 25
Gender : F
Household Income : \$35k
Education : Bachelors, Biochemistry
Lab budget : \$\$\$\$

P.A. Quadrant

Aspiric	Enriched
Basic	Versatile

Influence on Purchase Decision

Sarah	Scott	Deborah	Michael
High	●	●	●
Low	○	○	○

Sarah is working in a genetics lab now and will apply to PhD programs next year. The genetics lab will diversify her undergrad biochemistry focus.

Work Description

- > Sets up chemistry reactions using robots
- > Monitors quality control of reactions and reports weekly summaries of lab observations and empirical data
- > Employs a variety of genomic techniques, including RNA handling, preparation and storage of RT and PCR reactions
- > Operates various liquid handling devices and sensitive laser scanners

00:10 00:21 9 of 16

NOTE: This is just an example of one of the finished personas. All four personas are clickable.

Creating Value
Value Creation Exercise

00:03 00:47 10 of 16

Now that you have met some of our customers, let's take a look at gel electrophoresis and the Thea system.

Gel electrophoresis is the process that uses electricity to separate DNA or protein fragments by size as they migrate through a gel matrix. Because of its various applications, gel electrophoresis has become a large business with good growth. However, the process of conducting gel electrophoresis has changed very little since its development in the 1970s. Conducting the gel electrophoresis involves many steps and takes an inefficient amount of time to complete. Thankfully, alternative technologies such as Life Technologies' Thea system are on the rise.

Creating Value
Value Creation Exercise

Running, imaging and analysis instrument

- Gel tank and power supply
- Imaging system
- Image analysis software
- Small instrument footprint

Cassette with wedge-shaped wells

- 50% greater load capacity
- Easy-loading

Gel and membrane holder

- Western applications
- Increased detection sensitivity Fluorescent Standard - 12 total bands MW estimation; 1 band relative quantitation

Fluorogenic label kit

- Robust labeling, non-hazardous chemistry

New NuPAGE® gel chemistry

- 15 minute gel runs with NuPAGE® performance



Thea (KR)

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:18 00:22 11 of 16

The goal of the Thea system is to rejuvenate the industry, based on a new customer-focused approach, and inspire next-generation products, ultimately accelerating the growth of Life Technologies products in the field of gel electrophoresis. Review the Thea system information and then click Next to continue.

Creating Value
Value Creation Exercise

Pre-cast Gel Workflow
4 steps plus imaging and analysis

Sample Preparation

Electrophoresis
40 - 60 min

Staining
1 hour

De-staining
1 hour

Thea Workflow
2 steps

Sample Preparation

Electrophoresis
15 min

Imaging and Analysis
5 min

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING

00:06 00:10 12 of 16

Here you can see the differences between the traditional pre-cast gel workflow and the efficient Thea workflow.

Creating Value
Value Creation Exercise

Which persona would be the best target customer for the new Thea system?

Sarah is working in a genetics lab now and will apply to PhD programs next year.

Scott switched his career from a Navy pilot to life sciences when his firstborn child was diagnosed with a life-threatening genetic disorder.

Deborah's research involves the identification and analysis of human disease genes at Columbia University.

Michael chose forensic science as a career to blend his passion for science and justice.

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL RESOURCES

00:04 00:08 13 of 16

Knowing what you do about the Thea system, which persona would be the best target customer for it?

Creating Value
Value Creation Exercise

Michael
Forensic DNA Analyst

Active Dedicated

Analytical

With respect to electrophoresis, Michael needs to:

- Characterize DNA in a complex sample
- Reproduce results with accuracy

Concerns:

- Space-saving design
- Budget
- Ease of use
- Efficient processing times
- Eco-friendliness
- Confidence in product

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL RESOURCES

00:23 00:47 14 of 16

My job as a Forensic DNA Analyst requires that I conduct numerous gel electrophoreses. I characterize DNA in complex samples, and must be able to reproduce my results with accuracy. We've been doing gel electrophoresis the same way since the 1970s. It would be refreshing to see innovation in this area. However, I don't have a lot of space in my lab for new equipment, and I definitely have to keep costs down as much as possible. I would probably only be interested in a new product if the new equipment or processes are easy-to-use, function quickly, are eco-friendly, and give me the same level of confidence I have using gel electrophoresis.

Creating Value
Value Creation Exercise

Using Michael as the target customer, complete the table by typing his needs and the Thea system attributes that fulfill those needs in the appropriate cells. When you have finished, click **Submit** to review your answers.

Customer	Needs	Product Attribute
Scientists using or studying DNA or proteins		

00:04 00:16 15 of 16

Using Michael as the target customer, complete the table by typing his needs and the Thea system attributes that fulfill those needs in the appropriate cells. When you have finished, click Submit to review your answers.

Creating Value
Value Creation Exercise

When you have finished reviewing your answers, click **Next** to continue the course.

Customer	Needs	Product Attribute
Scientists using or studying DNA or proteins	<ul style="list-style-type: none"> Characterize DNA in a complex sample Reproduce results with accuracy Lab space requirement Ease of use Efficient processing times Eco-friendliness Confidence in product 	<ul style="list-style-type: none"> SDS-PAGE, imaging, and image analysis software Fluorescent label, NuPAGE® gel, protein std. Small instrument footprint 40-minute workflow Designed-for-environment packaging NuPAGE® performance

00:05 00:09 15 of 16

Answers will be shown after the learner clicks the Submit button.