Quite a brilliant idea
we probably couldn't pull this off
AXIS OF GENIUS
zone of good ideas
we could totally do this
AXIS OF GOOD FIT
zone of pure joy
we can't do
AXIS OF GOOD IDEAS
zone of possible but disappointing ideas
AXIS OF TWLIGHT ZONE
(zone where good ideas go to die)
we probably couldn't pull this off
RUBBISH IDEA
QUITE A BRILLIANT IDEA