PUGH DECISION MATRIX



	BASELINE	Option 1	Option 2	Option 3	INSTRUCTIONS Enter your criteria in the first column.
OPTIONS					List options across the second row.
CRITERIA	BASELINE O	Option 1 SCORES	Option 2 SCORES	Option 3 SCORES	Rank each option by the criteria as it compares to the baseline. Use either a Three-Point Scale (-1, 0, +1) or a Five-Point Scale (-2, -1, 0, +1, +2.) Plus (+) values are better than the baseline (0), Minus (-) values are worse, and zero scores match the baseline. The option with the highest score is the best, based on your criteria.
	0				
	0				
	0				
	0				
	TOTAL SCORES				

EXAMPLE

	BASELINE	Option 1	Option 2	Option 3
OPTIONS	CURRENT CAR	CAR A	CAR B	CAR C
CRITERIA	BASELINE	Option 1 SCORES	Option 2 SCORES	Option 3 SCORES
FUEL SYSTEM	0	-2	2	-1
FOUR-DOOR	0	2	2	-2
MILES PER GALLON	0	2	2	0
SOUND SYSTEM	0	1	2	-1
WARRANTY PLAN	0	0	2	-1
	TOTAL SCORES	3	10	-5

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