

EXAMPLE **DECISION MATRIX**

A group is deciding between three options for new software. They have identified four criteria to rate each option on a 1-to-5 scale (5 = best). On the right, they've added weights to each criteria in order to prioritize certain criteria over others.

Decision Making Criteria	Option A	Option B	Option C
Cost	3	4	5
Features	3	3	5
User Friendly	5	2	4
Customer Support	5	4	2
Total	16	13	16

The decision matrix without weights (above) works well when all criteria are considered equally important.

Decision Making Criteria	Weight	Option A	Option B	Option C
Cost	4	3	4	5
Features	3	3	3	5
User Friendly	2	5	2	4
Customer Support	1	5	4	2
Weighted Total		36	33	45
Rank		2	3	1