

Decision Matrix

Use this tool to make an objective decision based on your selection of the key characteristics of the ideal solution, and your priority for each characteristic.

1. **Define your ideal solution.** Spend a few minutes thinking about the ideal solution. How does it look and feel? Try it on for size. Make a list of the key characteristics for your ideal solution.
2. **Set Your Priorities.** Which of these characteristics of your ideal solution are the most important? Assign a weight (percent) to each key characteristic. The weight establishes your priorities.
3. **Assign The Points.** Evaluate each option and give it a raw score for each key characteristic. You look at each option by itself and rate it according to how it meets your key characteristic.
4. **Calculate the weighted scores.** Use the raw score and the key characteristic weight (percent) to calculate a weighted score. This combines the facts from your option research with your priorities for the decision to give you an objective measurement.
5. **Add up the total scores.** Add up the weighted scores to get the total score for each option. The option with the highest score is closest to your ideal solution.

Key Characteristics Ranking

Use this table to identify the key characteristics of your ideal solution and assign a weight to each characteristic. All weights added together must equal 100%. Copy this information to the Decision Matrix form (next page).

Key Characteristics	Weight (%)
1.	%
2.	%
3.	%
4.	%
5.	%
6.	%
7.	%
8.	%
9.	%
10.	%
Total (Must equal 100%)	%



Crow Information Design

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