



PUGH CHART

Preparation & Instructions



Description

Pugh chart can support comparing a variety of options directly and weighing their different characteristics against each other. By giving weight and importance to the variables, the Pugh Chart considers the specific needs and values of an initiative and can help to make the best decision in a specific situation. Ranking the criteria keep the team's focus and reveals the best opportunities at an early stage.

It can be used to evaluate different product- or service directions as well as a series of funding opportunities or similar.

How to conduct

Duration: 60 min

Resources:

- Initial analysis and exploration of the context and its problems

Material: Pens, post-its

Participants: 3-15

Instructions:

1. The group creates a list of minimum 3 and maximum 5 relevant criteria based on the goals, needs and limitations of the project. They put them on the left side of the matrix
2. A weight is attributed to each criterion according to its importance to the team. E.g. having 5 chosen criteria they are attributed the weight 1-5 according to their importance with 5 being the most important and the weight is written in the circles of the second column.
3. Now each option is evaluated for each criterion rating it from one to the number of options that were given (maximum 5) with the highest number being the best score.
4. The final score of each option is calculated by multiplying the score for each criterion with its weight and then calculating the sum of all scores for each option.



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Template

Based on the [Pugh Chart in the SI Learning Toolkit](#)

	WEIGHT <i>Score to be multiplied by X</i>	OPTION 1:	OPTION 2:	OPTION 3:	OPTION 4:	OPTION 5:
CRITERION 1:	<div>X</div>					
CRITERION 2:	<div>X</div>					
CRITERION 3:	<div>X</div>					
CRITERION 4:	<div>X</div>					
CRITERION 5:	<div>X</div>					
TOTAL SCORE						