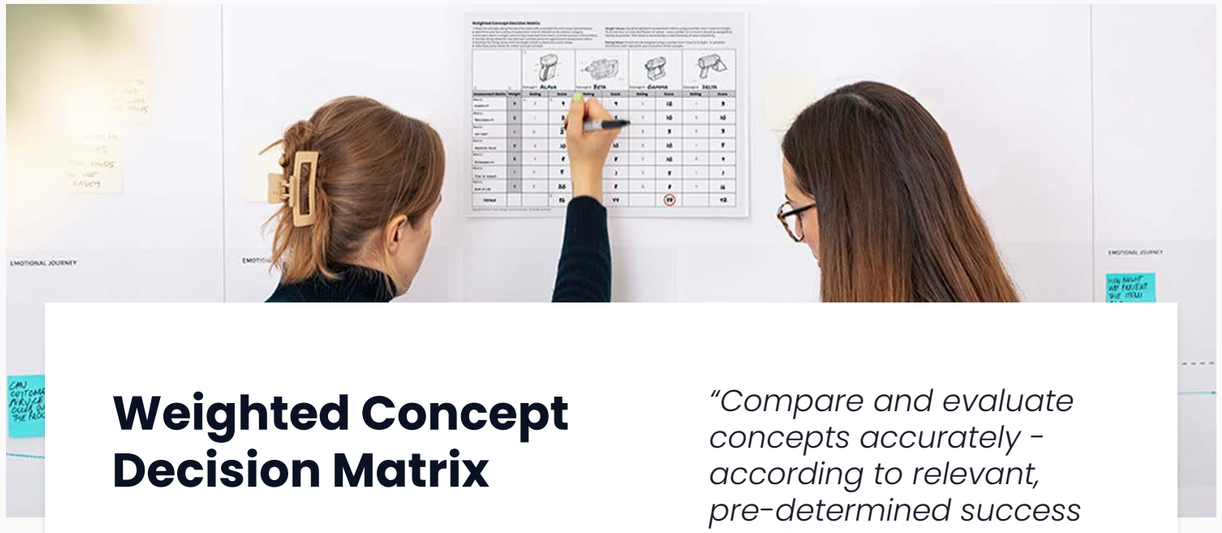

Weighted Concept Decision Matrix

Score, contrast and validate design concepts

Download the matrix in Excel format here:
www.tone.design/weighted-concept-decision-matrix/

"Compare and evaluate concepts accurately - according to relevant, pre-determined success metrics"

What is a Concept Decision Matrix?

A concept decision matrix is a structured table used to help compare and score attributes of a design concept. At Tone we use this methodology to spark debate and inform discussion when selecting concepts.

Why Use a Weighted Matrix?

Not all requirements are created equal.
It is important to determine the relative importance of success metrics, and assess concepts against those. This matrix allows all relevant metrics to be included, whilst giving the most critical ones greater influence in the overall assessment.

How to use this Matrix

Print and distribute, or digitally share, this matrix with relevant team members and stakeholders. Include clear titles and visual representations for each concept direction.

Through open discussion or prior research, list out a set of assessment metrics that accurately reflect the areas in which your product needs to win, to be successful.

Individually or collaboratively, score each concept against all metrics according to the instructions provided.

Compare and contrast the results, and use these insights to inform concept direction decisions.

Concepts

Include an image and title for each concept along the top of the matrix - this will help provide context and a quick visual cue.

Assessment Metrics

Decide on a series of important metrics relevant to the category, business values and requirements for market success.

Metric Priority Weighting

Evaluate the priority of each metric and assign weighting values between 1 (Low priority) and 5 (High priority). Distribute the values equally - avoid giving everything a 5!

Concept Rating

Consider how each concept performs in each metric and assign a rating value between 1 (Low) and 5 (High).

Concept Score

Multiply the rating value and the weight value together to determine a score for that metric and list this in the score column.

Total Appraisal

Add up the values in the score column to give a total score for that concept. Compare and contrast the total scores to inform decision making.

Weighted Concept Decision Matrix:

1. Place the concepts along the top of the table with a concept title and visual representation.
2. Determine and list a series of assessment metrics relevant to the product category.
3. Give each metric a weight value for how important that metric is to the success of the product.
4. Provide rating values for how well each concept performs against each assessment metric.
5. Multiply the rating values with the weight values to determine score values.
6. Tally these score values for a total score per concept.

Weight Values should be applied to assessment metrics using a number from 1 (Low) to 5 (High). Try to maintain an even distribution of values - every number 1, 2, 3, 4 and 5 should be assigned as equally as possible. This needs to demonstrate a clear hierarchy of value and priority.

Rating Values should also be assigned using a number from 1 (Low) to 5 (High) - in whatever distribution best represents your evaluation of the concepts.

2. / 3.	1. Concept 1: ALPHA		Concept 2: BETA		Concept 3: GAMMA		Concept 4: DELTA	
Assessment Metric	**Weight**	**Rating**	**Score**	**Rating**	**Score**	**Rating**	**Score**	**Rating**	**Score**
Metric: DURABILITY	3	4. 3	5. 9	3	9	4	12	1	3
Metric: SERVICEABILITY	2	1	2	1	4	5	10	5	10
Metric: UNIT COST	1	2	2	4	4	3	3	3	3
Metric: PERCEIVED VALUE	5	2	10	2	10	2	10	1	5
Metric: SUSTAINABILITY	2	4	8	4	8	5	10	2	4
Metric: TIME TO MARKET	1	5	5	1	1	5	5	1	1
Metric: EASE OF USE	4	5	20	2	8	2	8	4	16
TOTALS			6. 56		44		58		42

Weighted Concept Decision Matrix:

1. Place the concepts along the top of the table with a concept title and visual representation.
2. Determine and list a series of assessment metrics relevant to the product category.
3. Give each metric a weight value for how important that metric is to the success of the product.
4. Provide rating values for how well each concept performs against each assessment metric.
5. Multiply the rating values with the weight values to determine score values.
6. Tally these score values for a total score per concept.

Weight Values should be applied to assessment metrics using a number from 1 (Low) to 5 (High). Try to maintain an even distribution of values - every number 1, 2, 3, 4 and 5 should be assigned as equally as possible.

Rating Values should also be assigned using a number from 1 (Low) to 5 (High) - in whatever distribution best represents your evaluation of the concepts.

2.	3.	1. Concept 1:		Concept 2:		Concept 3:		Concept 4:	
Assessment Metric	**Weight**	**Rating**	**Score**	**Rating**	**Score**	**Rating**	**Score**	**Rating**	**Score**
Metric:		4.	5.						
Metric:									
Metric:									
Metric:									
Metric:									
Metric:									
Metric:									
TOTALS			6.						

tone

We’d love to hear about your project.

For a confidential, no obligation discussion, please contact:

Oscar Daws
Director

+44 20 8191 7379

studio@tone.design
www.tone.design

Somerset House
London WC2R 1LA