Pugh Matrix

**Definition:**
- A scoring method used to compare and select the best solution from a set of alternative proposals.
- A form of prioritization matrix.
- Alternatives are compared against a standard.

**The standard can be:**
- The current solution that is already exist (the baseline).
- A goal or benchmark to reach in the near future.

**Benefits:**
- It does not require a great amount of quantitative data.
- Subjective opinions about one alternative versus another can be made more objective.

**When it is used:**
- Often used when making design decisions during the product development cycle (based on VOC).
- When designing or redesigning processes to achieve faster and more efficient performance.
- When deciding which investment to take.
- When deciding which vendor to select.
- When deciding which improvement project to initiate.

**How to construct and use?**
- Identify the alternatives and the relevant criteria.
- Select the baseline solution, goal or benchmark.
- Draw a table, then place the criteria in the left hand column and the alternatives in the top row.
- Indicate how the baseline solution is compared with each alternative (place a plus, minus or zero):
  - ‘+’ means better than baseline, ‘−’ means worse than baseline and ‘0’ means the same.
- Notice the strongest solutions, the one with the most pluses and the fewest minuses.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Wt.</th>
<th>Baseline</th>
<th>1</th>
<th>2</th>
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Further solutions can then be developed by mixing the positive aspects of a number of solutions.