

## CRITERIA RATING FORM

CRITERIA	WEIGHT	OPTION 1	OPTION 2	OPTION 3
		VAN	CAR	TRUCK
Cargo Space	2	4*2=8	2*2=4	2*5=10
Mileage	1	3*1=3	4*1=4	2*1=2
Cost	1	3*1=3	4*1=4	3*1=3
Safety Record	3	5*3=15	3*3=9	2*3=6
<b>TOTAL</b>		29	21	21



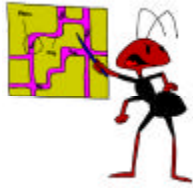
### Purpose

A **Criteria Rating Form** may be used during a decision-making process to further evaluate alternative solutions against each other using criteria agreed on by the team membership.

It is used to test several options developed during other team evaluations against criteria judged by the team as being important factors in making a decision on a single option.

The criteria selected for evaluation against the options can be either treated equally, or in most cases weighed according to the relative importance of each criteria against each other. In deciding on the purchase of a new car, is a safety record more important than

expected fuel economy? Is fuel economy more important than the number of cup holders in a vehicle? Is trunk space important to a buyer that must transport large boxes?



## Process

1. Decide on what factors or criteria are to be considered. Normally from three to six criteria can be considered. However, it is up to the team to decide on an optimum number. Having too many criteria will seriously delay and complicate the process while adding limited value.
2. Reach agreement on the definitions of each criteria selected.
3. Agree on a scale to be used ( 1 to 3, 1 to 5, or something else) to rate the options. Determine if any weights should be assigned to the accepted criteria.
4. Discuss each “cell” on the form developed to arrive at a consensus rating for each cell. It is best to evaluate each criteria against all options. The best option for the criteria being evaluated would get the highest value with each other option given a lower value. Give the highest value to the option that best fits the criteria.
5. Continue evaluating each criteria against all options until the “cells” are all filled.
6. When complete, multiply the values times the weight assigned each criteria.
7. Sum the points for each option. The option with the highest points is the best option and the one with the lowest points is the worst option.



**Example**

Example 1, Non-Weighted Criteria

CRITERIA	OPTION 1 VAN	OPTION 2 CAR	OPTION 3 TRUCK
Cargo Space	4	2	5
Mileage	3	4	2
Cost	3	4	3
Safety Record	5	3	2
<b>TOTAL</b>	<b>15</b>	<b>13</b>	<b>12</b>

Example 2, Weighted Criteria

CRITERIA	WEIGHT	OPTION 1 VAN	OPTION 2 CAR	OPTION 3 TRUCK
Cargo Space	2	4*2=8	2*2=4	2*5=10
Mileage	1	3*1=3	4*1=4	2*1=2
Cost	1	3*1=3	4*1=4	3*1=3
Safety Record	3	5*3=15	3*3=9	2*3=6
<b>TOTAL</b>		<b>29</b>	<b>21</b>	<b>21</b>



**Key Points**

- Some teams prefer to not total the numbers for each option. This will avoid the win-or-lose detractor from the process.
- The **criteria rating form** is merely a tool in decision-making not the decision maker itself. Thus, other information and tools can present a different view of possible solutions.
- When using numerical scales, remember that a higher scale number always indicates a better rating. This can be confusing when using a criteria like cost. In the examples, the higher the number, the lower the cost. For the criteria of safety record, if the definition of safety record for this exercise is accidents per 100,000 miles driven, the lower that number the better the rating for safety record.