Decision Analysis

Clarify Purpose

State the decision *What is the purpose of this decision? What is the appropriate decision level? Include a choice word, a result, and 1 or 2 key modifiers.*

Develop objectives
What results do we want?
What resources should we use or save?
What restrictions do we have?
What objectives need to be more specific?

Classify objectives
If the objective is mandatory, measurable, and realistic, label it a MUST. (M)

Evaluate Alternatives

Generate alternatives
What choices do we have?

Screen through MUSTs/Compare against WANTs
How does this alternative satisfy this objective?
Performance: MUST — Eliminate any alternatives that do not meet all MUST objectives. (Label them No Go.)

Weigh the WANTs
For the other objectives, what is the relative importance of each WANT?

Objectives	Measures	Weigh the WANTs	Alternative 1 Performance	Alternative 1 FORD CMAX HYBRID	Score	Alternative 2 Performance	Alternative 2 CHEV. SILVERADO	Score	Alternative 3 Performance	Alternative 3 SUBARU OUTBACK	Score	Alternative 4 Performance	Alternative 4 MAZDA MX-5	Score
Budget of $32,000 including 7% tax	MSRP + 7%	10	10	$ 25,867.25	100	6	$ 31,896.70	60	8	$ 29,633.65	80	4	$ 32,169.55	40
Good fuel economy. > 25 MPG	Combined MPG	7	10	40	70	5	20	35	8	28	56	9	29	63
Economical. 5 Yr. ownership cost < $35K	Ownership cost	6	8	$ 37,477.00	48	10	$ 30,317.00	60	8	$ 37,895.00	48	6	$ 41,336.00	36
Safety & Emergency Service is important	Safety	9	10	5 year	90	10	5 year	90	7	3 year	63	7	3 year	63
Long combined driving range important	MPG * Gallons	9	10	540	90	8	520	72	7	518	63	0	345.1	0
Seats for my family of four	# seats	10	10	5	100	0	2	0	10	5	100	0	2	0
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High Score is better					498			317			410			202

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