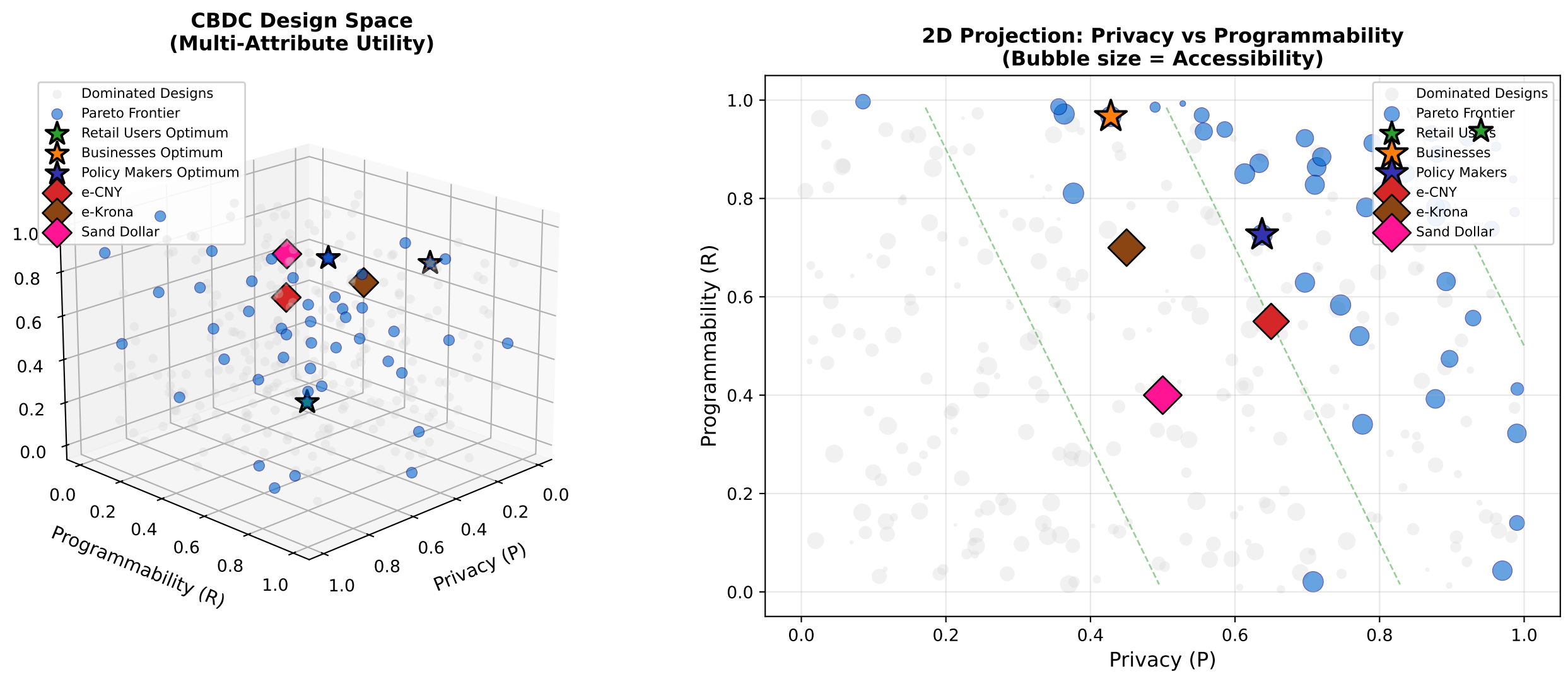

Theory: Keeney & Raiffa (1976) Multi-Attribute Utility Theory | Constraint: Cannot maximize all three attributes simultaneously