Pugh Concept Matrix

Enqun Wang (EW), Yiyan Zhou (YZ)

May 4, 2016

Criteria	Rating (1-10)	Reset RR	Develop Products	Advertisements	Improve Coping Mechanisms
Cost of Price	10	+	S	-	S
Customer Satisfaction	10	S	+	+	S
Benefit	10	S	+	+	+
Period	4	-	-	+	S
Efficiency	7	S	S	+	+
Weighted Sum of Positive		10	20	31	20
Weighted Sum of Negative		4	4	10	0
Weighted Score		6	16	21	20

Develop Products, Advertisements, and Improve Coping Mechanisms are the selected concepts.