Global Utility Model

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Graphics Tablet | C1 Performance  MAX | C2 Price  MIN | C3 Weight  MIN |
| V1 | XP-PEN Artist 22E Pro | 4.4 | 370 | 6.8 |
| V2 | Wacom Cintiq 16 | 4 | 210 | 1.9 |
| V3 | XP-PEN Artist 12 Pro | 3.9 | 180 | 1.5 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | C1 Performance  MAX | C2 Price  MIN | C3 Weight  MIN |
| V1 | 1 | 0 | 0 |
| V2 | 0.2 | 0.84 | 0.92 |
| V3 | 0 | 1 | 1 |

V3 > V2 >> V1

* Proposed coefficients of importance

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | C1 Performance  MAX | C2 Price  MIN | C3 Weight  MIN | SUM |
| V1 | 1 | 0 | 0 | 0.55 |
| V2 | 0.2 | 0.84 | 0.92 | 0.11+0.294+0.092=0.496 |
| V3 | 0 | 1 | 1 | 0.35+0.1=0.45 |
| Kj | 0.55 | 0.35 | 0.1 |  |

V3 > V2 > V1

By putting more importance on performance and price rather then on weight, the difference becomes smaller between V3 and V1, but V2 also moves further away from V3.

The best solution is still to buy the most performing one, V3.