

Criteria	Weight (1-7)	Buy 1st	Hybrid 3rd	Build 2nd
Data (Recommendation System)	7	M - 5 A - 6 D- 5 V - 6 K - 5 Total = 27*7 = 189	M - 7 A - 5 D - 5 V - 5 K - 7 Total = 29*7 = 203	M - 2 A - 4 D- 4 V - 4 K - 4 Total = 18*7 = 126
User Experience	5	A - 5 M - 6 D- 5 V - 5 K - 6 Total = 27*5 = 135	M - 5 A - 5 D- 4 V - 4 K - 5 Total = 23*5 = 115	M - 3 D- 4 A - 3 V - 3 K - 3 Total = 16*5 = 80
Cost	5	D- 5 M - 7 A - 7 V - 7 K - 6 Total = 32*5 = 160	D- 6 A - 3 M - 6 V - 6 K - 3 Total = 25*5 = 125	D- 7 A - 3 M - 1 V - 3 K - 2 Total = 16*5 = 80
Flexibility (Customizations)	2	D- 3 M - 4 K - 2 V - 5 A - 5 Total = 19*2 = 38	D- 5 V - 5 A - 5 M - 6 K - 7 Total = 28*2 = 56	D- 7 V - 2 A - 6 M - 7 K - 7 Total = 29*2 = 58
Scalability	5	D- 3 V - 4 K - 4 A - 4 M - 4 Total = 19*5 = 95	D- 4 V - 5 A - 4 K - 4 M - 4 Total = 21*5 = 105	D- 6 V - 6 A - 4 M - 4 K - 5 Total = 25*5 = 125
Time to Launch	5	D- 5 K - 7 A - 6 V - 7 M - 6 Total = 31*5 = 155	D- 5 A - 2 V - 5 K - 4 M - 5 Total = 21*5 = 105	D- 5 A - 4 V - 2 K - 3 M - 2 Total = 16*5 = 80
Design	2	D- 3 A - 4 K - 3 V - 3 M - 4 Total = 17*2=34	D- 5 A - 4 K - 5 V - 5 M - 5 Total = 24**2=48	D- 7 A - 6 V - 7 K - 6 M - 6 Total = 32*2 = 64
Tech Compatibility	7	D- 4 A - 7 K - 5 V - 5 M - 6 Total= 27*7 = 189	D- 6 A - 5 K - 6 V - 6 M - 6 Total = 29*7 = 203	D- 7 A - 6 K - 7 V - 7 M - 7 Total = 34 *7 = 238
Maintain	4	D- 3 A - 5 K - 5 V - 6 M - 5 Total= 24 * 4= 96	D- 4 A - 2 K - 3 V - 5 M - 4 Total = 18 *4= 72	D- 5 A - 5 K - 5 V - 4 M - 3 Total = 22*4 = 88
Total	42	1091	932	939

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