Pairwise Comparison Chart

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| --- | --- | --- | --- | --- | --- |
| **GOALS** | **USER FRIENDLY** | **EFFICIENCY** | **MARKETABILITY** | **COAST** | **SCORE** |
| USER FRIENDLY | X | 0 | 1 | 1 | 2 |
| EFFICIENCY | 0 | X | 1 | 1 | 2 |
| MARKETABILITY | -1 | -1 | X | -1 | -3 |
| COAST | -1 | -1 | 1 | X | -1 |

-1: The goal in the row is less important than the goal in the column.

0: The goal in the row is equally important to the goal in the column.

1: The goal in the row is more important than the goal in the column.

x: Cannot compare goal relative to itself

Pairwise Comparison Chart Interpretation

The rows are the significant objective under consideration, while the columns are the comparison goals. The rows depict the specific characteristic that is being compared to the other main goals. Each row compares a particular goal to its relevance or overlap into other goals for the product. The goals of user friendly and efficiency both scored 2, showing that these two goals encompass multiple areas in the project. User friendliness is a goal that was emphasized by the client, and it encompasses the desired purpose for the product. Efficiency is the other desired objective for this app in order to convince our client that it will run smoothly on their phones. These two goals must be achieved in order to fulfill the needs for the product and meet the client’s expectations. The goals of marketability and coast are not as important because they scored -3 and -1 respectively. Even though they relate to some other areas, they are not as essential for the overall outcome of the product. Marketability and coast scored low because our main intention building this app is not to make money. Coast scored a little bit higher because as far as hardware implementation is involved, the coast will have to be considered. Overall, we will focus more on making the App user friendly and efficient, but we will also make sure that the coast for implementation is not high and it is marketable.