📄 **BUILDING BLOCKS STUDENT HANDOUT**

Comparison shopping tool

This tool will help you compare two similar products or services to decide which one is best for you.

Type of product or service you're comparing: _____

Do some research

The first step in comparing products or services is to do some research to become familiar with the range of options.

Record initial findings

Write down what you learned from your initial research. Include similarities and differences and the price range associated with different options.

Set a budget

Decide what you want to spend on this product or service.

Your target price: _____

Compare two options using a features table

- In the first column, list four to six features that you need or want in this product or service along with any one-time and ongoing fees and other costs (activation fees, annual membership dues, etc.) associated with this product or service.

- Locate two specific products or services that meet your requirements. Write the names of these options in the columns for Option A and B.

- For each feature, write notes for Option A and B – whether the feature is available, costs associated with it, and any other relevant details.

Features, fees/costs	Option A _____	Option B _____
EXAMPLE: Feature XYZ	Available, $50 extra	Available, free
1.		
2.		
3.		
4.		
5.		
6.		

Decision matrix

- In the table below, rank the features – with 1 being the most important to you.
- For each feature, check the option that most closely meets your needs, wants, and budget. If the two options are equal, check both columns.
- Indicate which option has the lower overall cost.
- Total the checkmarks for each option.

Criteria for your purchase	Ranking	Option A	Option B
Feature 1		☐	☐
Feature 2		☐	☐
Feature 3		☐	☐
Feature 4		☐	☐
Feature 5		☐	☐
Feature 6		☐	☐
Lower overall cost		☐	☐
Total checkmarks			

Analysis

Which option has the most checkmarks overall? Which option has the most checkmarks for your highest ranked features?

If options are tied, how will you decide which one to choose?

Which option would you choose?

If you selected the option that had fewer checkmarks, why did you make that decision? What most influenced your choice?