**Summary of weighted decision matrix**

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When developing a weighted decision matrix, the following criteria were developed to measure the importance of each function of the project:

1. Supports key business objectives and strategies – this criterion determines whether each function corresponds to main business priorities. It is one of the most important indicators of business needs, therefore it has the most weight in the weighted decision matrix – 25%.
2. Contributes to customer satisfaction – this criterion determines whether the implementation of each function will add value to customers. This is one of the major indicators of the project success, hence it constitutes 20% of weight in the weighted decision matrix.
3. Has support from internal sponsor – strong support from internal sponsor is vital for each project. Project sponsor ensures the resources are in place, promote the project, and hold overall responsibility for the project’s success (Roseke, 2018). This criterion constitutes 15% of the weighted decision matrix.
4. Contributes to brand awareness - Brand awareness has deep and lucrative benefits. When people know and respect your brand, they become more likely to seek out your products instead of going for cheaper or more readily available alternatives (Fredman, n.d.). This criterion has been given 10% of the weighted decision matrix.
5. Level of priority – this criterion lists the priority of each function in the project implementation process. It constitutes 5% of the weighted decision matrix.
6. Contribution to long-term business goals – this criterion determines whether each function correlates with long-term business goals of a company. It constitutes 15% of the weighted decision matrix.
7. Has low risk in meeting scope, time and cost goals – balancing the triple constraint is one of the major goals of any project. This criterion determines whether it is possible to implement each function within the given scope, time and budget constraints.

After determining the main criteria of selecting project functions, each function has been assigned a numerical value from 0 to 100 depending on how much it meets certain criteria (Schwalbe). The higher the value, more likely it is for a function to be included into a Game Delivery Website project.

It has been agreed that the cumulative score for each function should not be less than 50%. As can be seen on the bar chart that graphically depicts the values of each function, function 20 meets 49.5% of criteria. This is slightly below the needed value. Function 20 aims serving international markets and be available in different languages. Despite the fact that it meets organization’s long-term goals (expand to international markets) it didn’t fully meets other criteria. For example, project sponsor considers it risky to launch a website on multiple markets simultaneously. He thinks it is a better idea to test a new service in their home country, and if the project is successful start expanding to another markets.

# References

Fredman, J. (n.d.). *How to Project Brand Awareness*. Retrieved from Chron: https://smallbusiness.chron.com/project-brand-awareness-65919.html

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Schwalbe, K. (n.d.). *Informational Technology Project Management.* Cengage Learning.