

# Basic Weighted Pugh Matrix Template Example

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## How to Complete the Pugh Matrix

### 1. List Solutions:

In the "Solutions / Ideas" section, enter your potential solutions.

### 2. Define Criteria:

Review the "Criteria" section to ensure it reflects the factors important to your evaluation. Common criteria include cost efficiency, implementation time, scalability, ease of use, reliability, maintenance requirements, customer satisfaction potential, risk level, resource availability, and alignment with objectives.

### 3. Assign Weights:

For each criterion, assign a weight based on its importance (e.g., 1 – 5, where 5 is the most important).

### 4. Score Solutions:

For each solution, assess whether it is the same, better, or worse than the current or baseline solution. In the "Base Score" column, assign 1 for worse, 2 for the same, 3 for better.

### 5. Calculate Weighted Scores:

Multiply the base score by the weight for each criterion. Sum these values for each solution to determine the weighted score.

### 6. Compare Results:

Review the total weighted sums for each solution. The solution with the highest score generally represents the best option.

# Pugh Matrix

		Solutions / Ideas									
		Solution 1 Implement a network of ultra-fast EV chargers at major highways.		Solution 2 Partner with retail chains to install chargers in their parking lots.		Solution 3 Develop a mobile app for real-time charger availability and booking.		Solution 4 Launch a subscription service for unlimited charging.		Solution 5 Introduce solar-powered EV charging stations.	
Criteria	WEIGHT	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score
Cost Efficiency	5	3	15	3	15	2	10	2	10	1	5
Implementation Time	2	1	2	2	4	2	4	2	4	3	6
Scalability	1	3	3	3	3	3	3	3	3	3	3
Ease of Use	3	1	3	3	9	2	6	1	3	3	9
Reliability	4	2	8	2	8	3	12	1	4	1	4
Total Weighted Scores			31		39		35		24		27





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