**Bubble Diagram – Template**

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| **1. Compose a list of characteristics or properties that can be used to evaluate a project. These can include market attractiveness, risk, technical feasibility, cost, or strategic fit.** |
| **Characteristic 1** | Click or tap here to enter text. |
| **Characteristic 2** | Click or tap here to enter text. |

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| **2. Decide how these characteristics or properties of projects are to be measured. Can numerical values such as the rate of return or growth rates be used? If not, use a scale from 1 to 10, with 1 representing low performance or embodiment of that characteristic and 10, high performance or embodiment of that characteristic.** |
|  | **Numerical value** | **Scale, 1-10** |
| **Characteristic 1** |[ ] [ ]
| **Characteristic 2** |[ ] [ ]

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| **3. Decide on the numerical value or scale ratings for the characteristics of each project that is being evaluated.** |
| **Project 1** |
|  | **Numerical value** | **Scale, 1-10** |
| **Characteristic 1** | Click or tap here to enter text. | Click or tap here to enter text. |
| **Characteristic 2** | Click or tap here to enter text. | Click or tap here to enter text. |
| **Project 2** |
|  | **Numerical value** | **Scale, 1-10** |
| **Characteristic 1** | Click or tap here to enter text. | Click or tap here to enter text. |
| **Characteristic 2** | Click or tap here to enter text. | Click or tap here to enter text. |

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| **4. The position of each characteristic is plotted separately for each project on a grid identical to that pictured below. The significance of a characteristic to a project or the project’s embodiment of that characteristic can be depicted by using larger or smaller bubble sizes.** |

