**Grid Matrix Analysis – Template**

|  |
| --- |
| **1. Generate a list of ideas for a particular purpose. These can be ideas for new products or services or potential solutions to business problems. They are referred to as alternatives. Determine criteria that must be considered when evaluating these alternatives. This can include their risk, profitability, or cost.** |
| **Alternative 1** | Click or tap here to enter text. | **Criterion 1** | Click or tap here to enter text. |
| **Alternative 2** | Click or tap here to enter text. | **Criterion 2** | Click or tap here to enter text. |
| **Alternative 3** | Click or tap here to enter text. | **Criterion 3** | Click or tap here to enter text. |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Alternative 1** | **Alternative 2** | **Alternative 3** |
| Criteria | Weight | Score | Weighted Score | Score | Weighted Score | Score | Weighted Score |
| **Criterion 1** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| **Criterion 2** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| **Criterion 3** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
|  |  | Total Score | Click or tap here to enter text. | Total Score | Click or tap here to enter text. | Total Score | Click or tap here to enter text. |

|  |
| --- |
| **2. Score the alternatives on each of the criteria using a scale from 1-5, where 1 represents a low score and 5 a high score. Enter the scores on the matrix below in the ‘Score’ column for each alternative at its intersection with the row for that criterion.** |

|  |
| --- |
| **3. Determine the importance of each of the criteria. Again, use a scale from 1-5, where 1 represents criteria of low importance and 5 criteria of high importance. Return to the matrix and add these values to the ‘Weight’ column corresponding to each criterion.** |

|  |
| --- |
| **4. Calculate the ‘weighted score’ for each criterion for each alternative by multiplying the weight and the criterion scores assigned to each alternative. Enter the values obtained on the matrix at the intersection of the ‘Weighted score’ column corresponding to that criterion for each alternative.** |

|  |
| --- |
| **5. Calculate the total score for each alternative by adding all weighted scores for that alternative. Enter the values obtained on the matrix in the ‘Total Score’ cell corresponding to that alternative.** |

|  |
| --- |
| **6. Select the alternative that has achieved the highest score. If the score does not appear to be accurate, repeated the process with adjusted scores and weights.** |