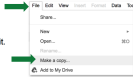


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**Product Development Pugh Matrix Template**

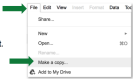
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		Concepts									
		Concept A		Concept B		Concept C		Concept D		Concept E	
Selection Criteria	WEIGHT	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score
Market Demand		0	0	0	0	0	0	0	0	0	0
Cost to Produce		0	0	0	0	0	0	0	0	0	0
Time to Market		0	0	0	0	0	0	0	0	0	0
Profit Potential		0	0	0	0	0	0	0	0	0	0
Customer Needs		0	0	0	0	0	0	0	0	0	0
Resource Availability		0	0	0	0	0	0	0	0	0	0
Technical Feasibility		0	0	0	0	0	0	0	0	0	0
Competitive Advantage		0	0	0	0	0	0	0	0	0	0
Scalability		0	0	0	0	0	0	0	0	0	0
Risk Level		0	0	0	0	0	0	0	0	0	0
Total Weighted Scores		0	0	0	0	0	0	0	0	0	0
Rank											
Continue?											

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**Product Development Pugh Matrix Template – Example**

Selection Criteria		Concepts									
		Concept A Battery Technology		Concept B Charging Infrastructure		Concept C Vehicle Range		Concept D User Interface		Concept E Sustainability	
		Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score	Base Score	Weighted Score
WEIGHT											
Market Demand	10	2	20	3	30	3	30	4	40	2	20
Cost to Produce	9	2	18	5	45	4	36	5	45	4	36
Time to Market	8	3	24	1	8	2	16	3	24	1	8
Profit Potential	7	1	7	4	28	5	35	5	35	2	14
Customer Needs	6	3	18	3	18	4	24	5	30	4	24
Resource Availability	5	4	20	1	5	1	5	1	5	4	20
Technical Feasibility	4	2	8	2	8	5	20	3	12	5	20
Competitive Advantage	3	5	15	3	9	5	15	5	15	3	9
Scalability	2	4	8	3	6	3	6	2	4	2	4
Risk Level	1	1	1	4	4	4	4	2	2	5	5
Total Weighted Scores			139		161		191		212		160
Rank			5th		3rd		2nd		1st		4th
Continue?			No		No		No		Yes		No



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