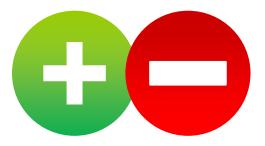
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Pugh Matrix



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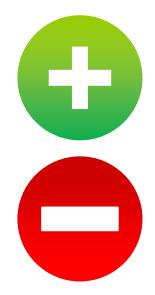
Managing Deciding & Selecting **Planning & Project Management*** Pros and Cons PDPC Risk Importance-Urgency Mapping **RACI** Matrix Stakeholder Analysis **Break-even** Analysis **RAID** Logs FMEA **Cost Benefit Analysis** PEST PERT/CPM Activity Diagram Force Field Analysis Fault Tree Analysis SWOT Pugh Matrix **Project Charter** Roadmaps Gantt Chart Voting **Decision** Tree Risk Assessment* TPN Analysis PDCA **Control Planning** Matrix Diagram Gap Analysis OFD Traffic Light Assessment Kaizen **Prioritization Matrix** Hoshin Kanri Kano Analysis How-How Diagram **KPIs** Lean Measures Paired Comparison Tree Diagram** Critical-to Tree Standard work **Identifying &** Capability Indices OEE Cause and Effect Matrix Pareto Analysis Simulation TPM Implementing RTY MSA Descriptive Statistics Confidence Intervals Understanding Mistake Proofing Solutions*** Cost of Quality **Cause & Effect** Probability **Distributions** ANOVA Pull Systems JIT Ergonomics Design of Experiments Work Balancing **Reliability Analysis** Graphical Analysis Hypothesis Testing Automation Regression Bottleneck Analysis Visual Management Scatter Plot Correlation Understanding **Run Charts** Multi-vari Charts Flow Performance 5 Whys Chi-Square Test 5S **Control Charts** Value Analysis **Relationship Mapping*** Benchmarking Fishbone Diagram SMED TRIZ*** Waste Analysis Sampling Focus groups Brainstorming **Process Redesign** Time Value Map Analogy Interviews SCAMPER*** IDEF0 Value Stream Mapping Nominal Group Technique Mind Mapping* SIPOC Photography **Check Sheets Observations** Affinity Diagram Attribute Analysis Flow Process Chart Process Mapping Ouestionnaires Visioning Flowcharting Service Blueprints Lateral Thinking Data Critical Incident Technique Collection **Designing & Analyzing Processes** Creating Ideas**

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- A scoring method used to compare and select the best solution from an option set.
- It helps determine which potential solutions are of much value compared to others.
- It allow comparing different concepts, processes, products or services based on customer requirements, design parameters or project goals.
- **Benefits:**
 - It does not require a great amount of quantitative data.
 - Subjective opinions about one alternative versus another can be made more objective.





When to Use It?

- When making design decisions during the product development cycle.
- When designing or redesigning service processes to achieve faster, more convenient and more efficient performance.
- It is also often used to rank:
 - Investment decision.
 - Vendor selection.
 - Improvement project selection.
 - Etc.



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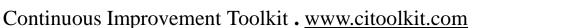
A basic Pugh Matrix consists of:

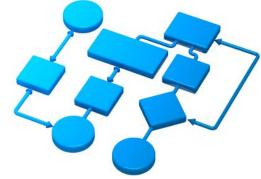
- A set of criteria options.
- The alternative solutions under consideration.
- □ The more important the criteria, the higher the **weighting** it is given.
- Solutions are evaluated against:
 - The current solution that is already established.
 - A chosen standard or benchmark.
- □ The selection of the best solution is then made based on the consolidated scores.
- □ Further solutions can be developed by mixing the positive aspects of a number of solutions.

Solution/ Criteria	Weight	Current or Ref.	1	2
1				
2				
3				
4				

How to Create a Pugh Matrix:

- □ Prepare the list of solutions and identify relevant criteria.
- Weight the criteria with your team.
- Select the baseline solution that will be used as a standard for comparison.
- □ Score each alternative solution against the baseline:
 - '+' means better than baseline.
 - '-' means worse than baseline.
 - '0' means about the same.
- Notice the strongest solutions (the alternatives with the most pluses and the fewest minuses).
- Look for opportunities to combine the best aspects of different solutions.





Example – Concept Selection from Among Three Alternatives:

	Baseline	Alternative 1	Alternative 2	Alternative 3	Weight
Safe	0	-	-	0	1
Durable	0	+	0	-	1
Weight	0	-	-	+	1
Easy to Assemble	0	+	0	-	1
Reliable	0	-	-	-	1
Cost	0	+	0	+	1
Net Score		0	-3	-1	
Rank		1	4	3	
Continue?		Yes	No	No	

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