

PUGH MATRIX

Team:

CRITERIA	BASELINE (Current Solution)	IDEA 1	IDEA 2	IDEA 3
	●			
	●			
	●			
	●			
	●			

+ = Better than baseline
- = Worse than baseline
● = Same as baseline

TOTAL +		
TOTAL -		

How to use this tool:

This tool gives you a method to compare how your ideas affect the criteria that are important to your user. The idea with the most "+" and least "-" is the best ranked idea. Gut check the results. This tool is best used with:

Control Impact Matrix - Value Proposition - Pitch Canvas