Activity 1.2.3 Decision Making

Part One – Identifying a Problem or Solution

Part Two – Analyzing Solutions

1. Identify four criteria or priorities you need to consider when making your decision and record them in the four column headings. Criteria may include:

    - potential to solve the problem
    - accessibility
    - lowest cost
    - academic offerings
    - health factors
    - employment outlook for the training
    - long-term potential in the career area
    - other factors

2. Assign criteria weightings. Which criteria is most important to address? That criteria should have the highest value. The four criteria weightings should add up to a total of 10.
3. Now, rate or rank each solution for each criteria on a scale of 1-5 (one being the lowest value or worst rank; a five would infer the highest value or best rank).
4. Multiply the rankings by the criteria weighting to find the value of each criteria.
5. Total each row by adding the scores together. Record the total in the Option Score column. The solution with the most points is the best solution, mathematically speaking.

Name: _____

Activity 1.2.3 Student Worksheet

Table 1. *Decision Matrix*

Decision:	Develop a unique, marketable, inexpensive, and appealing food product using the explored steps of product development.				
Solutions/Options	**Criteria**				**Option Score (Sum of option points for all four criteria).**
	1. Uniqueness **Weight:_3__**	**2. Consumer Appeal** **Weight:_4__**	**3. Flavor** **Weight:_2__**	**4. Cost** **Weight:_1__**	
1. Snack Mix	_1_ x _3_ = __3__ rank x weight = pts	_3_ x _4_ = _12_ rank x weight = pts	_3_ x _2_ = _6_ rank x weight = pts	_3_ x _1_ = _3_ rank x weight = pts	= __24__
2. Energy Drink	_2_ x _3_ = _6_ rank x weight = pts	_4_ x _4_ = _16_ rank x weight = pts	_4_ x _2_ = _8_ rank x weight = pts	_2_ x _1_ = _2_ rank x weight = pts	= __24__
3. Pesto Alfredo Sauce	_4_ x _3_ = _12_ rank x weight = pts	_3_ x _4_ = _12_ rank x weight = pts	_4_ x _2_ = _8_ rank x weight = pts	_4_ x _1_ = _4_ rank x weight = pts	= __36__
Comments:					

Table 2. *Action Items*

List three things you need to do in order to pursue the solution you chose in Part Two.
Consumer panel testing
Food preparation trials – formulations
Access to supplies and ingredients with costs

Table 3. *Evaluation Questions*

What three questions might help you evaluate the effectiveness of your decision and action items?
What value does my selected product for development bring to consumers?
What are the priorities of consumers when looking at purchasing a new food product?
How does my selected product fill a need or desire of consumers in my chosen demographic?