

# Score Matrix

## Description

Score Matrix works by getting you to list your options as rows on a table, and the factors you need to consider as columns. You then score each option/factor combination, weight this score by the relative importance of the factor, and add these scores up to give an overall score for each option. While this sounds complex, this technique is actually quite easy to use.

Level ★☆☆☆☆

🕒 5-15 mins

👥 1-5 people

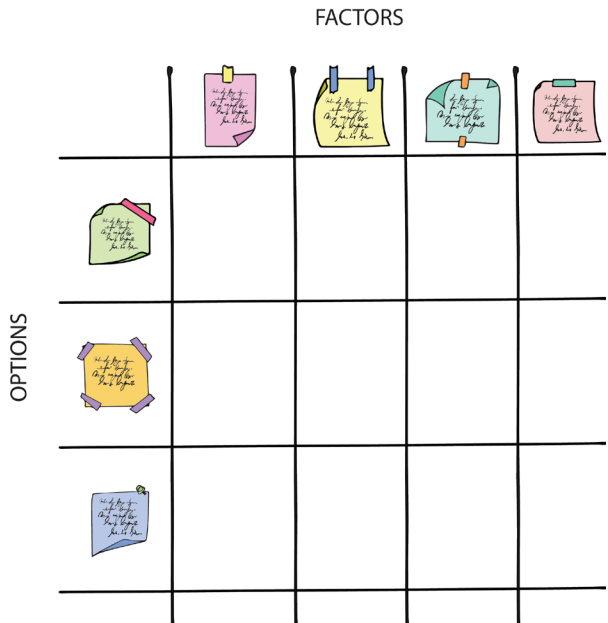
## Materials & Prep

Dataset (ideas)  
Whiteboard  
Marker

## Access Online Toolkit



[explorations.cyprusinteractionlab.com](https://explorations.cyprusinteractionlab.com)



## Score Matrix

### Process

**Step 1.** Create a table as shown with all the options as the rows and the factors that you need to consider as the column headings.

**Step 2.** Work your way down the columns of your table, scoring each option for each of the factors in your decision. Score each option from 0 (poor) to 5 (very good). Note that you do not have to have a different score for each option – if none of them are good for a particular factor in your decision, then all options should score 0.

**Step 3.** Work out the relative importance of the factors in your decision. Show these as numbers from, say, 0 to 5, where 0 means that the factor is absolutely unimportant in the final decision, and 5 means that it is very important.

**Step 4.** Multiply each of your scores from step 2 by the values for relative importance of the factor that you calculated in step 3. This will give you weighted scores for each option/factor combination.

**Step 5.** Finally, add up these weighted scores for each of your options. The option that scores the highest wins!

**Tip!** While this can be a solo activity, when in a group or a committee that you find it difficult to agree, you might have everyone individually scoring and take the average score for each part of the table.