

# Compare and Eliminate

## Description

We often have to compare two options in order of importance. Paired comparison analysis can help with that – and we do it intuitively all the time, but it is advantageous in business to bring structured analysis into the mix. Although this technique doesn't surface any information identifying the criteria supporting each option, it still is a very good starting point to eliminate ideas and end up with the preferred ones.

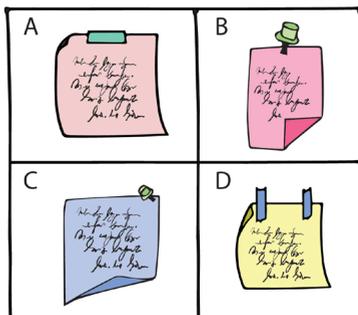
Level ★☆☆☆☆

🕒 5-15 mins

👥 1-5 people

## Materials & Prep

- Dataset (ideas)
- Whiteboard
- Marker



## Access Online Toolkit



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

	A	B	C	D
A	X			
B		X		
C			X	
D				X

## Compare and Eliminate

### Process

**Step 1.** Make a list of all of the options that you want to compare. Assign each option a letter (A, B, C, D, and so on) and note this down.

**Step 2.** Mark your options as both the row and column headings on the worksheet. This is so that you can compare options with one-another.

**Step 3.** Within each of the blank cells, compare the option in the row with the option in the column. Decide which of the two options is most important and write down the letter of the most important option in the cell.

**Step 4.** Score the difference in importance between the options, running from zero (no difference/same importance) to, say, three (major difference/one much more important than the other.)

**Step 5.** Finally, consolidate the results by adding up the values for each of the options. You may want to convert these values into a percentage of the total score.