VIS-IT© SOLUTIONS TRAINING DOCUMENT

MATRIX THINKING:
OPTIONS EVALUATION MATRIX

One of the basic matrix thinking techniques is designed to evaluate the "goodness" of each idea in a set of proposed options, which are posted as row headings (shown in white below) against as series of measurement criteria forming column headings (shown in blue below).

At the intersection of each option statement and measurement criteria, the group decides how good the option is based on that specific measurement criterion. If the evaluation is good, then the intersection might be filled with a green BIP; if the evaluation is fair, then the intersection might be filled with a yellow BIP; and if the evaluation is poor, then the intersection might be filled with a red BIP. Key words capturing the rationale for each intersection evaluation would be written on the appropriate BIP sheet. See the example format below

Session's Purpose Statement	**Criterion A Measurement Idea**	**Criterion B Measurement Idea**	**Criterion C Measurement Idea**
Option 1 Idea Statement	**Fair**	**Poor**	**Good**
Option 2 Idea Statement	**Fair**	**Good**	**Fair**
Option 3 Idea Statement	**Good**	**Fair**	**Good**
Option 4 Idea Statement	**Good**	**Good**	**Poor**

As with any VIS-IT method, the essential first step is to state the purpose of the session and write out a clear focus question. A generic form of the focus question is: "What is your evaluation of the intersection of each row heading idea with each column heading idea?"

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ABOUT VISION WORKS

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