Decision Table

Colorado Technology Ventures, LLC (replace with your company name)*
Date of last change (Use the DD-MMM-YYYY format, and don't forget to update the document's footer when printing the document.)
Confidentiality statement

Note: The values shown in the table are for illustration only; use your own. See below for cell definitions.

Item	Rev Dates	Attributes	Importance	Confidence	Idea 1 or Benchmark		Idea 2		Idea 3		Idea 4		Idea 5	
					Score	Result 1	Score	Result 2	Score	Result 3	Score	Result 4	Score	Result 5
1	-	Attribute 1	5	5	5	125	4	100	3	75	2	50	0	0
2	-	Attribute 2	4	4	3	48	4	64	5	80	3	48	0	0
3	-	Attribute 3	3	5	3	45	4	60	2	30	2	30	0	0
4	-	Attribute 4	5	5	4	100	1	25	3	75	2	50	0	0
5	-	Attribute 5	3	3	5	45	1	9	3	27	1	9	0	0
6	-	Attribute 6	2	2	3	12	1	4	2	8	2	8	0	0
7	-	Attribute 7	0	0	0	0	0	0	0	0	0	0	0	0
		Totals				375		262		295		195		0

Notes:

Item	Rev Dates	Notes
1	-	Use this place to capture important notes
2	-	
3	-	

Attribute definitions:

Item	Rev Dates	Attributes	Definitions
1	-	Attribute 1	Define each attribute (e.g., while customers might want the product to smell good, how do you define "smells good"?).
2	-	Attribute 2	
3	-	Attribute 3	
4	-	Attribute 4	
5	-	Attribute 5	
6	-	Attribute 6	
7	-	Attribute 7	

Change Log:

Item	Date	Change
1	First date	Initial release
2	New date	Subsequent changes

Cell definitions:

1   "Ideas" are the different alternatives you are evaluating; these might be different beachhead markets, product solutions, distribution channels, candidates, etc.

2   "Benchmark" is to be used when you're comparing one or more ideas vs. a baseline or a benchmark, such as today's dominant design or solution.

3   "Rev Dates" are revision dates, the calendar date when you last made a change to a given row. Remember to use the international date format (DD-MMM-YYYY).

4   "Attributes" are benefits or requirements you are using to compare your different ideas (e.g. "Durable," "Works in extreme temperatures," "Fast acting," etc.).

5   "Importance" captures degree to which the attribute is important to your stakeholders (e.g. your beachhead customer personna).

6   "Confidence" captures the team's confidence in scoring the attribute; low confidence suggests a lower score and maybe more research, too.

7   "Score" captures the degree to which the idea scores well to a given attribute. Always have the higher number be the better one (e.g., 5 is better than 1).

8   "Result" is the product of Importance, Confidence, and Score.

9   Try to phrase topics using positive statements (e.g. "This product is safe to use" is positive vs "This product is dangerous to use").

10   Use an odd-numbered scale, where the higher score is better; a 5-point scale is recommended, or use a 9-point scale for more granularity.

11   If your results are too close (e.g. <10% difference between ideas) consider more attributes, going from a 5-point to a 9-point scale, or more research.