Grid analysis – the steps

1. Draw up a grid with your options listed as a row and the factors

you want to consider as columns. For example, if you were

buying a car, the options would be the different cars that you

are considering and the factors would be cost, reliability,

economy and so on.

2. Work your way down each column scoring each option to see how

well it rates for each factor, using a scale of 0 (poor) to five

(excellent).

3. Now work out the weighting of each factor, say, from 1 to 5,

indicating the relative importance in your decision. A less

important factor might be rated as 1, indicating that its relative

importance will make no difference, while a factor that is vital

would be rated at 5. Note that you are not rating these factors

against each other, but in accordance with the importance they

have in your decision, so it is perfectly possible for two factors

to be given the same weighting. If you’re unsure of the relative

weighting of factors, you can estimate them by using paired

comparison analysis (pages ... ?).

4. Now multiply each of the scores you recorded in step 2 by the

relevant weighting for each factor.

5. Finally, add up the weighted scores for each option to find the car

you most prefer.