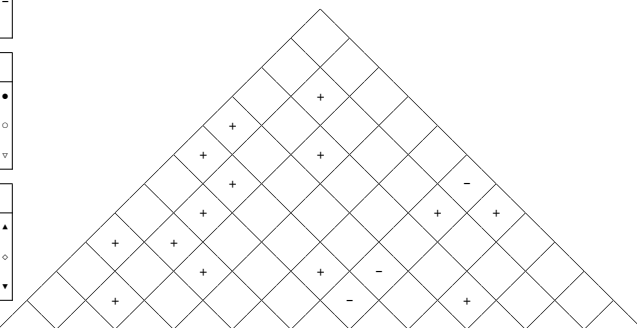


Correlations	
Positive (Supporting)	+
Negative (Tradeoff)	-
No Correlation	

Relationships	
Strong	●
Moderate	○
Weak	▽

Direction of Improvement	
Increase	▲
Neutral	○
Decrease	▼



Row #	Customer Requirements	Technical Requirements											Ratings										
		Meets Standards Listed on Wiki	Weight of Bed Frame	Lifting Force/Torque	No. of Colors	No. of Available Sizes	Methods of Lifting	No. of Posts	Loft Height	No. of Force Applicators (ex. Motors)	No. of Permanent Attachments to Room	Amount of Repair After Removal	Importance Factor	Our Product	Bed Up (http://www.bedup.fr)	Lofted Bed	Planned Rating	Improvement Factor	Sales Point	Overall Weighting			
1	Inuitive Operation	▽	▽	▽	▽	▽	●	▽	▽	○	▽	▽	4	5	5	5	1.0	1.3	5.12				
2	Unintrusive	○	○	▽	▽	●	▽	●	○	○	●	●	5	5	5	3	5	1.0	1.4	7			
3	Drop Out Table	○	○	▽	▽	○	▽	▽	○	○	▽	▽	2	3	3	5	3	1.0	1.1	2.2			
4	Easy to Assemble	▽	○	▽	▽	○	○	○	○	○	●	○	3	2	1	3	5	1.6	1	4.8			
5	User Friendliness	▽	○	○	○	○	○	○	○	○	○	○	4	3	5	3	5	1.4	1.3	7.28			
6	Safe	○	○	▽	▽	▽	○	▽	▽	▽	▽	▽	5	5	5	5	5	1.0	1.5	7.5			
7	Quick	▽	○	○	▽	▽	○	▽	○	○	○	○	3	3	4	5	2	1.2	1.4	5.04			
8	Quite	▽	▽	▽	▽	▽	○	▽	○	○	○	○	4	3	5	5	2	1.2	1.5	7.2			
9	Small Footprint	●	▽	○	▽	●	▽	●	▽	○	○	○	4	5	5	5	5	1.0	1.3	5.2			
10	Aesthetically Pleasing	○	▽	▽	●	▽	▽	○	○	○	○	○	4	5	4	4	5	1.0	1.5	6			
Max Relationship		9	3	3	9	9	9	9	3	9	9												
Technical Importance Rating		1442	11006	9246	11998	18358	16266	23486	13838	11590	16638	26126											
Our Product		Y	1000 lbs	1000 lbs	8	1	2	3	7 ft	1	3	3											
Column #		1	2	3	4	5	6	7	8	9	10	11											

