

Title: Punkin Chunkin  
 Author:  
 Date:  
 Notes:

Legend		
⊕	Strong Relationship	9
○	Moderate Relationship	3
△	Weak Relationship	1
++	Strong Positive Correlation	
+	Positive Correlation	
-	Negative Correlation	
▼	Strong Negative Correlation	
▽	Objective Is To Minimize	
▲	Objective Is To Maximize	
X	Objective Is To Hit Target	

Row #	Max Relationship Value in Row	Relative Weight	Weight / Importance	Quality Characteristics (a.k.a. "Functional Requirements" or "Hows")	Column #										Competitive Analysis (0=Worst, 5=Best)					
					1	2	3	4	5	6	7	8	9	10	Punkin Chunkers	Lift&StorBeds	Room Doctor	LiftBed	Competitor 4	Competitor 5
Direction of Improvement: Minimize (▼), Maximize (▲), or Target (x)					▼	▼	▲	▲	▲	X	▲	▲	▼	▼						
Demarked Quality (a.k.a. "Customer Requirements" or "Whats")					Weight of Bed	Size of Frame	Support Strength	Types of Materials	Range of Mattress Sizes	Lifting Speed	Ease of Installation	Colors	Initial Cost	Cost of Repair						
1	9	17.9	5.0	Full size bed (54 x 75 inches)	⊕	⊕			○	▲	▲		○	○	5	5	5	5		
2	9	17.9	5.0	7 foot clearance when lifted			⊕			○			▲		4	5	2	5		
3	9	10.7	3.0	Safe to 1000 lbs	○	○	○	○		▲	▲		○	○	5	4	4	5		
4	9	10.7	3.0	Small Footprint (can fit in small apartment)	○	⊕	▲		○		○		▲	▲	4	3	3	4		
5	3	10.7	3.0	Drop out table when bed is lifted	○	○	▲	▲			▲		▲	▲	5	0	0	0		
6	9	7.1	2.0	Remove 4th post when lifted	⊕	○	○	○	▲		○		○	○	3	5	0	5		
7	9	14.3	4.0	Ease of use						○	○				5	3	4	5		
8	9	10.7	3.0	Aesthetically Pleasing				○				○	▲		3	4	2	5		
9																				
10																				
<b>Target or Limit Value</b>					100lbs	60x 80 in	1000 lbs	Mahogany, Oak, Steel, Maple	Twin, Full, Queen	0.25 ft/sec	Skilled Professional, within an hour	ALL THE COLORS	Under \$400	Under \$20/year						
<b>Difficulty</b> (0=Easy to Accomplish, 10=Extremely Difficult)					8	3	7	2	3	9	6	1	8	3						
<b>Max Relationship Value in Column</b>					9	9	9	9	9	9	9	9	3	3						
<b>Weight / Importance</b>					385.7	342.9	342.9	225.0	157.1	210.7	221.4	96.4	157.1	128.6						
<b>Relative Weight</b>					17.0	15.1	15.1	9.9	6.9	9.3	9.8	4.3	6.9	5.7						