

		Quality Characteristics				
		Small Sensor Size	Long-lasting Battery	Quick, Accurate Notification	Sensor Operating Range	
Customer Demands	Improved Quality of Life	9 1.872	1 0.208	9 1.872	3 0.624	
	Improved Clinical Care	1 0.208	3 0.624	9 1.872	9 1.872	
	Ease Management of Care	1 0.26	1 0.26	9 2.34	9 2.34	
	Cost-effective	9 2.916	1 0.324	1 0.324	1 0.324	
	Total	5.296	1.416	6.408	5.16	18.28
	Percentage	29	7.7	35.1	28.2	100
	Company Now	9	1			
	Opro9	3	9	9	9	
	Pampers	9	9	9	3	
	Plan	9	3	9	9	

A	N	Plan	P	B	C	D		
Rate of Importance	Company Now	Opro9	Pampers	Plan	Ratio of Improvement	Sales Point	Absolute Weight	Demanded Weight
4	5	5	5	5	1	1.5	6	0.208
3	3	3	2	5	1.7	1.2	6	0.208
4	4	5	5	5	1.3	1.5	7.5	0.26
5	4	3	1	5	1.3	1.5	9.375	0.324
Total							28.88	1

Main Correlations

9 = Strong Correlation

3 = Some Correlation

1 = Possible Correlation

Sales Points = 1.5, 1.2, or 1

$$D = A * B * C$$

$$B = P/N$$