

## Front and Back Ends of Innovation

### **Assignment 7: Apply Analytical Hierarchy Process to Selection Criteria**

Select up to eight criteria that might seem appropriate for selection of the "best" idea that will meet your customer's wants and needs.

Assess those criteria using AHP to determine appropriate weight factors.

You may find some factors are insignificant, eliminate those. But, you may have some factors that are "musts" (i.e. Safety is a must). Do not include those in the list, because an idea that does not meet all "musts" is not feasible.

Upload your results by April 7