

# Pugh Matrix

Context \_\_\_\_\_



Use this template to capture key learnings from experiments, tests, or development loops. Start with the hypothesis, note what happened, analyze why, and define what to do next. This structured feedback loop drives continuous improvement and helps teams avoid repeating mistakes.

|             |        | Current Solution |          | Alternative 1 |          | Alternative 2 |          |
|-------------|--------|------------------|----------|---------------|----------|---------------|----------|
| Criteria    | Weight | Base Score       | Weighted | Base Score    | Weighted | Base Score    | Weighted |
| 1           |        |                  |          |               |          |               |          |
| 2           |        |                  |          |               |          |               |          |
| 3           |        |                  |          |               |          |               |          |
| 4           |        |                  |          |               |          |               |          |
| 5           |        |                  |          |               |          |               |          |
| 6           |        |                  |          |               |          |               |          |
| Total Score |        |                  |          |               |          |               |          |