fruitful group

fruitful decision-making framework

A comparison chart is a helpful tool in decision making. In one glance, the features, qualities and criteria of an alternative solutions, products, services, concepts or ideas can be evaluated, compared and ranked.

	CRITERIA	DETAILS	OPTION A	OPTION B	OPTION C
f	Function & Design	What it does and how it looks, how it meets the brief			
r	Revenue & Profit	Channels, market potential, ownership & IP			
u	Upfront & Ongoing Costs	Build costs and operating expenses			
i	Impact	Reach, Scalability, Market Size			
t	Trust, Timeframe & Testimonials	Expertise, Reputation, Project Success, Ability to deliver on-time			
f	Future Roadmap	Rollout of future iterations, function upgrades, white-label on-sale			
u	Unicorn Strategy	Best strategies for high engagement, downloads, conversion, analytics, leadership			
l	Leverage	Publicity, promotion, amplication			