

Concept Evaluation Matrix

Score each of your three concepts 1 (weak) to 5 (strong) on every criterion, and write a short reason for each score. Total each column. The concept with the highest total is your strongest candidate — but talk it over as a team before you decide.

Criterion (1 = weak · 5 = strong)	Concept A	Concept B	Concept C
Popular — Will customers want to buy from this truck?	Score: ____ Reason:	Score: ____ Reason:	Score: ____ Reason:
Affordable to Run — Will the menu make a good profit?	Score: ____ Reason:	Score: ____ Reason:	Score: ____ Reason:
Efficient Layout — Is there room to work and move safely?	Score: ____ Reason:	Score: ____ Reason:	Score: ____ Reason:
Safe — No hazards; easy to supervise?	Score: ____ Reason:	Score: ____ Reason:	Score: ____ Reason:
Buildable — Can we model and build it in class?	Score: ____ Reason:	Score: ____ Reason:	Score: ____ Reason:
TOTAL (out of 25)	____ / 25	____ / 25	____ / 25

OUR CHOICE — We choose Concept ____ because:
