

Single Pairwise Verbal Comparisons

Pairwise Verbal can be used to express your judgment about the relative importance or preference or likelihood of the two elements.

In the example below, we are asked to compare the **relative importance of the two objectives** (Cost of Ownership and Performance) with respect to the decision of which car to purchase.

With respect to **Purchase a new car** which of the two Objectives below is more important

Purchase a new car

This model was designed to select the best automobile to purchase with respect to price, performance, and style of three alternative vehicles.

Cost of Ownership

[The Edmunds, Inc. True Cost to Own® \(TCO\) pricing system](#) calculates the additional costs you may not have included when considering your next vehicle purchase. These extra costs include: depreciation, interest on your loan, taxes and fees, insurance premiums, fuel costs, maintenance, and repairs. Search here to view the TCO of any vehicle.

Extreme Very Strong Strong Moderate Equal Moderate Strong Very Strong Extreme

Performance

Some factors to consider:

- Acceleration
- Handling
- Braking
- Safety Features

Hovering your mouse over any bar will display the verbal intensity that it represents.

You can enter a judgment by clicking on the bar that expresses your judgment about the relative importance of one objective over the other objective. You can also select an intensity between any of the words, such as between Moderately and Strong.

The judgment above shows that "Performance" is **strongly** more important than the "Cost of Ownership" with respect to the decision "Purchase a new car."

Your judgments are automatically saved by clicking the **Next, Previous, or Next Unassessed** button.

You can also enter judgments about the **relative preference of two alternatives** with respect to an objective using the pairwise verbal comparison method.

You can enter judgments using the same options as discussed above when doing pairwise verbal comparison of alternatives.

How to Navigate in the Evaluation?

Sequential Navigation:

The easiest and most common way to proceed through the evaluation is sequential -- by clicking the **"Next"** button after entering any information requested on each page. You can go back to a previous step using the **"Previous"** button.

If you have previously entered judgments and request to go back to an earlier step (see below), click **"Next Unassessed"** to jump to the next screen that is unassessed.

Non-Sequential Navigation:

Depending on options set by the Project Manager, you may have considerable flexibility in navigating through the evaluation without sequentially going step by step. We recommend that you do this only if you have used Comparison

before.

The 'Current Cluster' button:



at the bottom left of the screen can be used to display a pop-up view of the hierarchy. By clicking on any element in the hierarchy, you will jump to the first screen that elicits judgments with respect to that element. The "with respect to" for the current step is displayed with the darker font as with the Goal: Optimize IT Portfolio To Improve Performance below.

Current Cluster✕

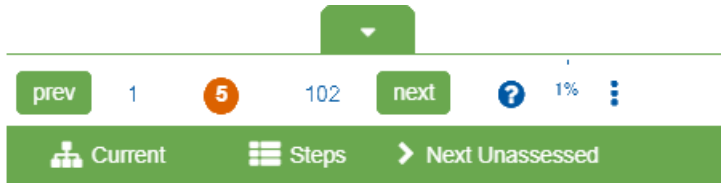
- ➔ Goal: Optimize IT Portfolio To Improve Performance (#2)**
 - ➔ Leverage Knowledge (#18)**
 - Vendor/Partner Access (#39)
 - Customer Access/Service (#41)
 - Internal Access (#43)
 - ➔ Improve Organizational Efficiency (#22)**
 - Improve Service Efficiencies (#45)
 - Leverage Purchasing Power (#47)
 - Improve Time to Market (#49)
 - Manage Resources (#51)
 - ➔ Maintain Serviceability (#29)**
 - Scaleability (#53)
 - Responsiveness (#55)
 - Resources (#57)
 - ➔ Minimize Risks (#33)**
 - Leverage Proven Technology (#59)

If the Project Manager enables displaying the navigation box, you can click on any step to move either forward or backward.

(Desktop)



(Mobile)



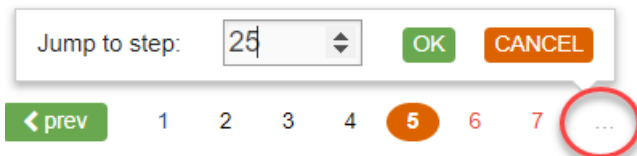
The current step is displayed with a dark background. The step numbers are colored as follows:



- Red: judgment has not yet been made
- Black: judgment has been made
- Blue: Results or information steps

The number of steps (pages shown during the evaluation) is NOT the same as the number of evaluations because:

- a) some pages show information or results; and
- b) some pages may have multiple evaluations.

If you want to navigate directly to a step (assuming you remember what is at that step), you can click on the numbered step button, or you can click on the ellipses and be prompted for the step:



Clicking the "Steps" button  (desktop) or  (mobile) displays the list of steps with a description. This option is very useful if you want to have a quick look at all the steps of the evaluation with their short descriptions, which enables you to jump to any step. We recommend that you use this option for better navigation, especially on large structured models. Note that the color-coding is the same as for navigation box steps.

Steps ? ×

#1: "Welcome" page

#2: Pairwise for "Leverage Knowledge" vs. "Improve Organizational Efficiency"

#3: Pairwise for "Improve Organizational Efficiency" vs. "Maintain Serviceability"

#4: Pairwise for "Maintain Serviceability" vs. "Minimize Risks"

#5: Pairwise for "Minimize Risks" vs. "Financials"

#6: Pairwise for "Leverage Knowledge" vs. "Maintain Serviceability"

#7: Pairwise for "Improve Organizational Efficiency" vs. "Minimize Risks"

#8: Pairwise for "Maintain Serviceability" vs. "Financials"

#9: Pairwise for "Leverage Knowledge" vs. "Minimize Risks"

#10: Pairwise for "Improve Organizational Efficiency" vs. "Financials"