



Evaluation Matrix

Design Method . Evaluating

An evaluation matrix is used to analyse products and prototypes. It involves defining multiple criteria to evaluate, before mapping out positive and negative aspects of each one. Although a simple concept, it ensures your evaluation is thorough and not confined to a single area of the design.

1. Identify a product or prototype to evaluate. Prepare the [evaluation matrix template](#) by either printing it out on large format paper (A1), copying the diagram on to a large sheet of paper or loading the image into an online digital whiteboard app (e.g. jamboard, Mural, Miro).
2. Think carefully about the 4 most important criteria to evaluate and write each one in a separate box in the centre of the diagram. Examples include aesthetics, ergonomics, functionality, production method and cost.
3. Evaluate your product/prototype and map out positive and negative aspects of each criteria in the relevant segments of the chart. Use different coloured sticky notes to map out your evaluation comments (one colour for positive, one colour for negative). Finally, review your completed evaluation matrix and use the data to generate a series of improvements to make. Remember that you may not be able to improve everything so consider importance, time, resources and feasibility.