1. Find reqs which have to be included \[\Rightarrow\] MUST
   Find reqs which should not be included \[\Rightarrow\] MIGHT

2. Find reqs set for comparison

3. Compare reqs (according to defined criteria)
   \[\Rightarrow\] COST / TIME
   \[\Rightarrow\] VALUE / RISK / LOSS

AHP
Value:
- CE = 18%
- CS = 22%
- AE = 10%
- A1 = 50%

Cost:
- CE = 15 €
- CS = 10 €
- AE = 13 €
- A1 = 20 €
Input: requirements

1. What to implement first?
   - What are "must" requirements?
   - Select list of "nice-to-have" reqs.

2. Find comparison sets.

3. What is important
   - Compare, sort reqs
     - Value / Risk
     - Cost / Loss
     - Risk of failure

A Tip
Requirements: R1, R2, R3, R4

**VALUE**

<table>
<thead>
<tr>
<th></th>
<th>R2</th>
<th>R3</th>
<th>R4</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>1</td>
<td>9</td>
<td>1/5</td>
</tr>
<tr>
<td>R2</td>
<td>1/9</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>R3</td>
<td>1/9</td>
<td>1/3</td>
<td>1</td>
</tr>
<tr>
<td>R4</td>
<td>5</td>
<td>1/5</td>
<td>1/2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>R1</th>
<th>R2</th>
<th>R3</th>
<th>R4</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>0.16</td>
<td>0.25</td>
<td>0.66</td>
<td>0.02</td>
</tr>
<tr>
<td>R2</td>
<td>0.02</td>
<td>0.35</td>
<td>0.32</td>
<td>0.6</td>
</tr>
<tr>
<td>R3</td>
<td>0.02</td>
<td>0.032</td>
<td>0.07</td>
<td>0.24</td>
</tr>
<tr>
<td>R4</td>
<td>0.8</td>
<td>0.018</td>
<td>0.04</td>
<td>0.1</td>
</tr>
</tbody>
</table>

\[
0.69/4 = 0.1625 \implies 42.5\% \\
0.845/4 = 0.211 \implies 21.1\% \\
0.362/4 = 0.0905 \implies 9.05\% \\
0.978/4 = 0.2445 \implies 24.45\% \\
\]

\[
\text{Value} \quad H \\
\text{Cost} \\
\]

- Points: R1, R2, R4
- Line: R2, R4
VALUE → AHP calculations

<table>
<thead>
<tr>
<th>CB</th>
<th>Customer Basic</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE</td>
<td>COST</td>
</tr>
<tr>
<td>CE = 20%</td>
<td>CE = 15 €</td>
</tr>
<tr>
<td>CS = 25%</td>
<td>CS = 10 €</td>
</tr>
<tr>
<td>AE = 15%</td>
<td>AE = 13 €</td>
</tr>
<tr>
<td>Al = 40%</td>
<td>Al = 20 €</td>
</tr>
</tbody>
</table>

Value (ประสงค์) 100

25
50
75

Value (%)

H

A1

M

CS

CE

AE

L

5 10 15 20

cost (€)

CB & Al