To use a Ratings model, the previously submitted Relative model was loaded and the alternatives were removed. A screen shot of the new model can be seen in Figure 1. The criteria used were the same as Assignment 1B: Price, Size, Food Options, Ease of Access Housing, and Atmosphere

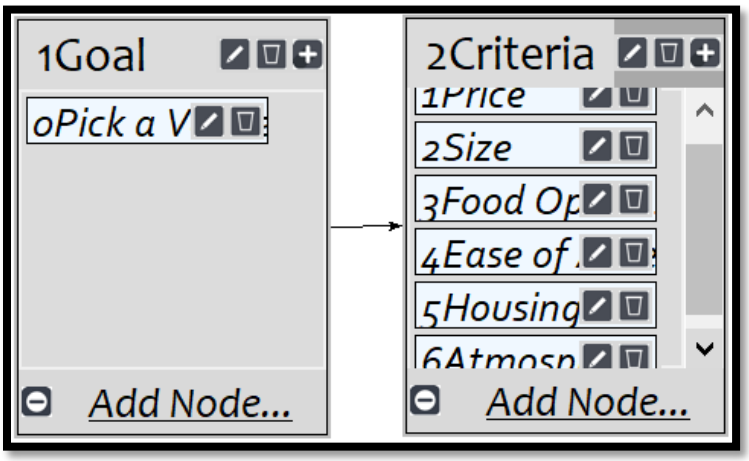

Figure 1 Ratings model.

These criteria were used to rate the alternatives. Similar to Assignment 1B the three alternatives entered were: resort, hotel, and studio. The next step is to set up a rating scales for each of the criteria. Since the previous model contained very specific criteria, I wanted to make this model more subjective and less about a specific number. Therefore, I used no ranges for models and instead used descriptive terms.

For pricing, I used a scale of cheap to expensive. Figure 2 shows the scale used for this criteria category.

ScaleItem	Value	Graphic	Delete
Cheap	1.0000		
Moderate	0.3842		
Managable	0.1825		
Expensive	0.0730		

Figure 2 Price criteria rating system created.

For size, I used a large to small scale. Figure 3 shows the scaled used for this criteria.

ScaleItem	Value	Graphic	Delete
Large	1.0000		
Medium	0.3770		
Small	0.0947		

Figure 3 Size criteria ratings system created.

For the food options, I used a limited to various scale. Figure 4 shows the scaled used for this criteria. The same scale was used for Ease of Access.

ScaleItem	Value	Graphic	Delete
Various	1.0000		
Limited	0.2247		
Restricted	0.0707		

Figure 4 Food & Ease of Access criteria ratings system created.

For housing, I loaded Hi, Med, Low ratings from the file software. Figure 5 shows the scale values.

ScaleItem	Value	Graphic	Delete
Hi	1.0000		
Med	0.3467		
Lo	0.0801		

Figure 5 Housing criteria ratings system loaded from file.

Lastly, I loaded the excellent to poor rating from the file software for atmosphere. Figure 6 shows the scale values.

ScaleItem	Value	Graphic	Delete
Excellent	1.0000		
Above Average	0.6643		
Average	0.3061		
Below Average	0.1263		
Poor	0.0647		

Figure 6 Atmosphere criteria ratings system loaded from file.

After creating and loading all of ratings systems fro the criteria categories, the ratings for the three alternatives were entered into the table as can be seen in Figure 7.

Alternatives	Priorities	Totals	1Price (0.4137)	2Size (0.0402)	3Food Options (0.2990)	4Ease of Access (0.1423)	5Housing (0.0799)	6Atmosphere (0.0249)
Studio	0.5160	0.6104	Moderate	Small	Various	Various	Lo	Below Average
Resort	0.1930	0.2283	Expensive	Large	Restricted	Limited	Hi	Excellent
Hotel	0.2910	0.3443	Managable	Medium	Limited	Various	Med	Above Average

Figure 7 Alternatives ratings based on criteria rating systems for all 6 criteria.

The results were then synthesized and compared to the results of the Relative model. The results from the Relative model was taken from Assignment 1B.

Name	Graphic	Ideals	Normals	Raw
Hotel		0.564090	0.291048	0.291048
Resort		0.374045	0.192992	0.192992
Studio		1.000000	0.515960	0.515960

Name	Graphic	Ideals	Normals	Raw
Hotel		0.367601	0.207126	0.103563
Resort		0.407170	0.229421	0.114711
Studio		1.000000	0.563453	0.281726

Figure 8 Top results come from Ratings Model while bottom results comes from Relative Model.

The results of both models point to a studio being the best option. As previously mention, with price being such a big factor followed by food, the studio is going to always come out on top. As we get more options for available and ore specific values these models may change. It was interesting to note that by making the model more objective and using ratings flipped the resort and hotel rankings. This fell in line more with the way we felt about venues. The numbers we had did not distinguish the categories sufficiently. This is an example where the direct values affect a decision.