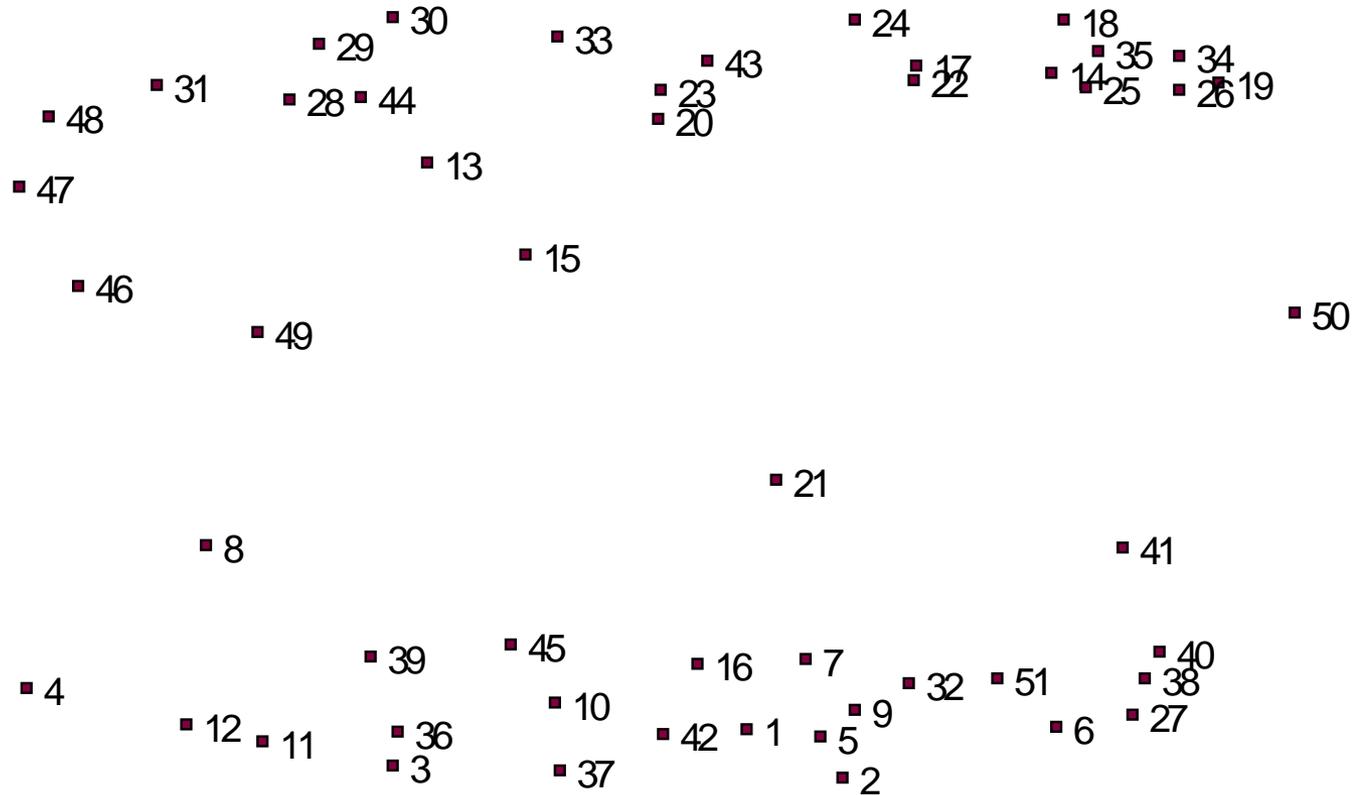


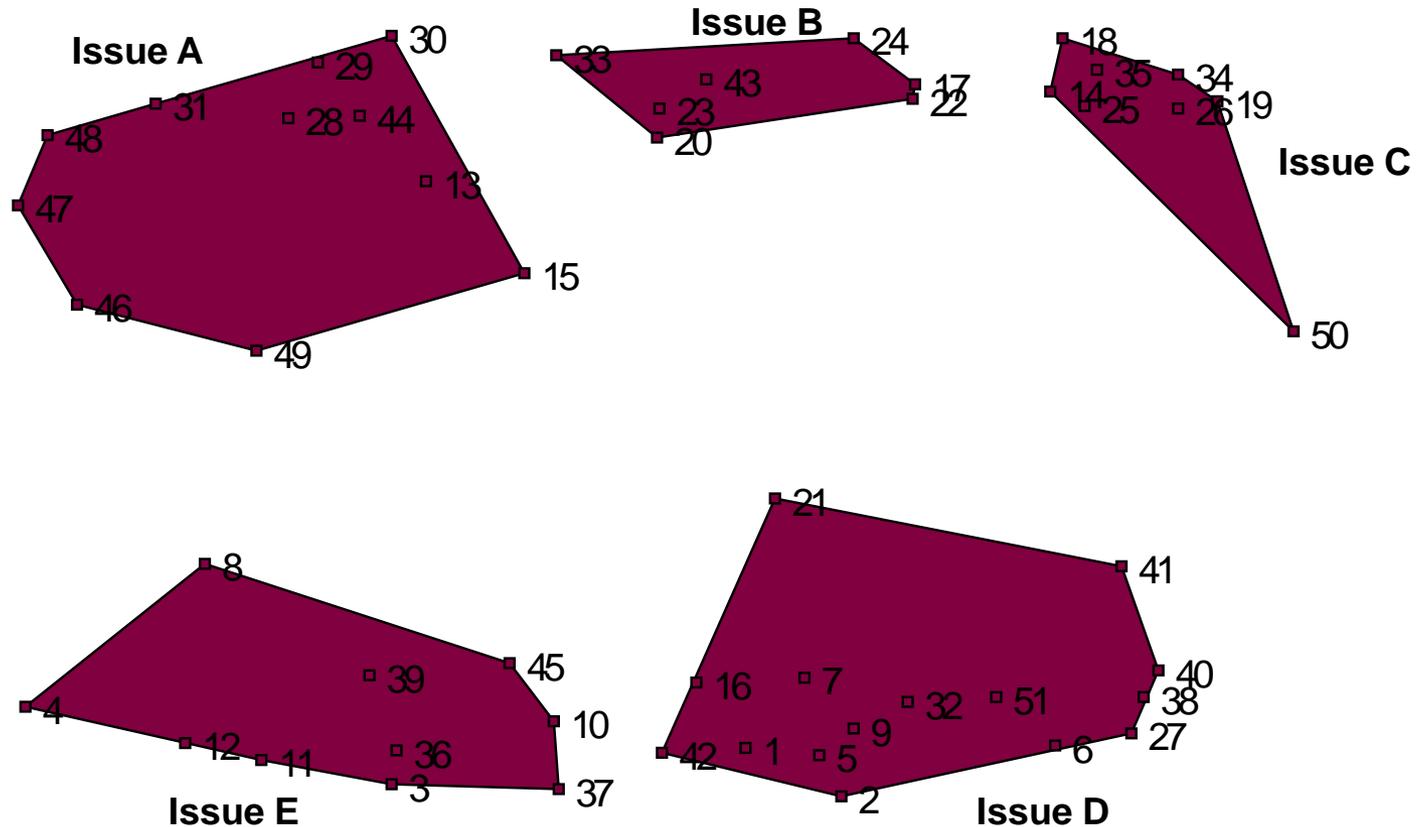
HYPOTHETICAL 50 ITEM POINT MAP



Each point represents one unique item – distance between points show how closely related items may or may not be

HYPOTHETICAL

FINAL CLUSTER MAP (50 ITEMS; 5 CLUSTERS)

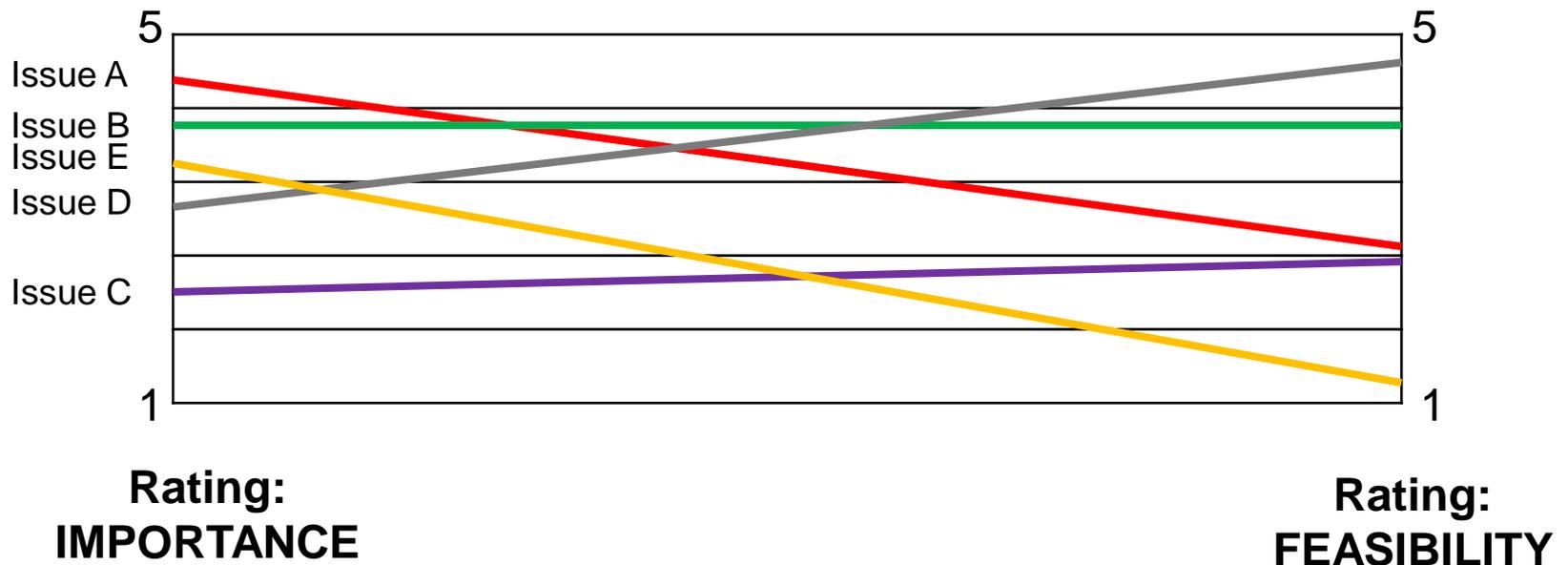


Point map leads to the creation of a cluster map, where similar items are grouped together and given a name (based on input from participants)

HYPOTHETICAL

Rating Comparison

5= Very High; 1 = Very Low



Further data analysis allows for cluster-level data to be compared based on project-driven rating scales