

ELICITATION AND PRIORITIZATION OF REQUIREMENTS OF PESTICIDE SPRAYERS

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Abstract

This paper presents a methodology for eliciting and prioritizing customer's requirements of pigeon pea grower of Gulbarga region in North Karnatak, India using Analytical Hierarchy Process (AHP). About 2500 customers located in different part of the region were contacted through face to face interview, focus group discussion and field visits. Initially 31 requirements were collected and after refinement finally 10 requirements were considered for prioritization using AHP. It is a multi-criteria decision making tool that has been used in decision making. The problem is modeled as hierarchy containing the decision goal, the criteria (requirements), sub-criteria. Then a series of judgments based on pairwise comparisons of the elements are made to establish the priorities among the elements. These judgments were synthesized to yield a set of overall priority of the hierarchy and the judgments were checked for consistency.

Keywords : customer's requirements, AHP, prioritization and multi-criteria.