APPENDIX L

Decision Model Subjective Criteria Descriptions
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Below are the descriptions of the subjective criteria used in the decision model. Descriptions of the cost elements are provided in the main body of the report.

Security

**Ease of Counterfeiting** - The extent to which a considered feature could be duplicated in an effort to “fake” the feature on a counterfeit note

**Misuse as Authenticator** - The extent to which a considered feature might be inappropriately used as an authentication feature for genuine U.S. currency

**Design Complexity** - The extent to which a certain feature would have an affect or might compromise current designs of U.S. currency

**Incidental Benefit as Anti-counterfeiting Measure** - The extent to which a considered feature might be applicable by the industry or end-user as an authentication tool for checking currency

**Compatibility with Current Security Features/Measures** - The extent to which a considered feature might affect or compromise current U.S. currency security features

**Functionality – As it relates to technology devices**

**Notification Method Flexibility** – The extent to which a considered device can report a note’s denomination in multiple ways – i.e. verbal, audio, vibration, etc.

**Orientation – number of bill orientations** The extent to which a considered device can identify notes based on the orientation of the note when presented)

**Accessibility** - The extent to which software and upgrades for a considered device would be available online for users to download

**Upgrade/Replacement** - The extent to which a considered device needs to be/can be upgraded and/or replaced

**Resistance to Stimulation** The extent to which a considered device is able to accept a bill for denominating – similar to the rejected bill in the vending machine

**Physical Characteristics** - The extent to which a considered device is effectively sized for convenient use by the blind and visually impaired

**Durability/Reliability** - The extent to which a considered device is able to perform – unreliable antenna, short-life batteries, drop it and stops working, etc.

**Satisfaction of key usage scenarios (How does it hold up in situations like cabs, cash register lines, etc.)**

**Speed of Response** - The extent to which a user can quickly use a considered feature to denominate currency.

**Confusion across Denominations** - The extent to which a considered feature might prevent confusion between specific denominations (for example: large print 50 and 20 for US, or 5 and 100 for Canada’s tactile feature.)
Coverage of Map of all Users - The extent to which a considered feature works in a variety of situations across various geographic and demographic users.

Accuracy - The extent to which a considered feature proves to produce accurate denomination identification by users.

Orientation - The extent to which a considered feature requires the user to orient their notes a certain way before they can denominate.

Privacy of Use - The extent to which a considered feature allows the user to denominate discretely in a public environment.

**Consumer acceptance**

Credibility - The extent to which a considered feature is viewed as a credible solution to helping the blind and visually impaired denominate U.S. currency.

Applicable across Populations and Impairments - The extent to which a considered feature can support the widest range of demographic and geographic populations, across the widest range of visual impairments.

Level of Training Required - The extent to which a considered feature will require the target audience to receive training to understand how to use the feature to denominate U.S. currency.

Ease of use - The extent to which a considered feature is easy to use by the blind or visually impaired user in denominating U.S. currency.

Ease of updating for future currency changes - The extent to which a considered feature can be updated in future design changes.

Acceptance by General US Population - The extent to which the sighted U.S. population accepts the implementation of a considered feature for U.S. currency denomination in support of the blind and visually impaired.

Acceptance by Foreign Population - The extent to which the visually impaired and sighted population abroad accepts the implementation of a considered feature for U.S. currency denomination in support of the blind and visually impaired.

**Implementation/Sustainment**

Speed to Market - The extent to which a considered feature can quickly be implemented and introduced for use in denominating U.S. currency.

Distribution Methodology Acceptance - The extent to which users accept the decision about how notes incorporating a considered feature (or a considered device) will be distributed into commerce.

**Applicability across currency redesigns**

Effective During Phase-in Between Old And New Design

Feature is resistant to bill wear-out

New Currency has same “feel” as Current - The extent to which a considered feature alters the traditional “feel” of genuine U.S. currency.