

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.