

Welcome to

Follow the Steps in **YELLOW**. Only enter data/information in the **BLUE** cells

NOTE: This Excel template is password protected - it will work as is - just enter labels

For more information on Perceptual Maps visit: [http://www.perceptualmaps.com](#)

Simply type over the **BLUE** cells or

Step 1 Enter the Title of Your Map ==>

Step 2 Enter the two labels for your Horizontal Axis ==>

For the left side of the map

For the right side of the map

Step 3 Enter the two labels for your Vertical Axis ==>

For the bottom of the map

For the top of the map

The data MUST be in a 1 to 9 scale - if your data

if you have lots of perceptual

This auto-map generator is also

Step 4 Enter the Brands or Products to be Mapped

Step 5

Up to a maximum of 25 brands/products

Do NOT Type Over, input above ==>

1 =

Do NOT Type Over, input above ==>

5 =

(Some examples provided, simply type over the brands below.)

9 =

1

Northern Kentucky University

2

Miami University

3

Eastern Kentucky University

4

University of Cincinnati

5

University of Kentucky

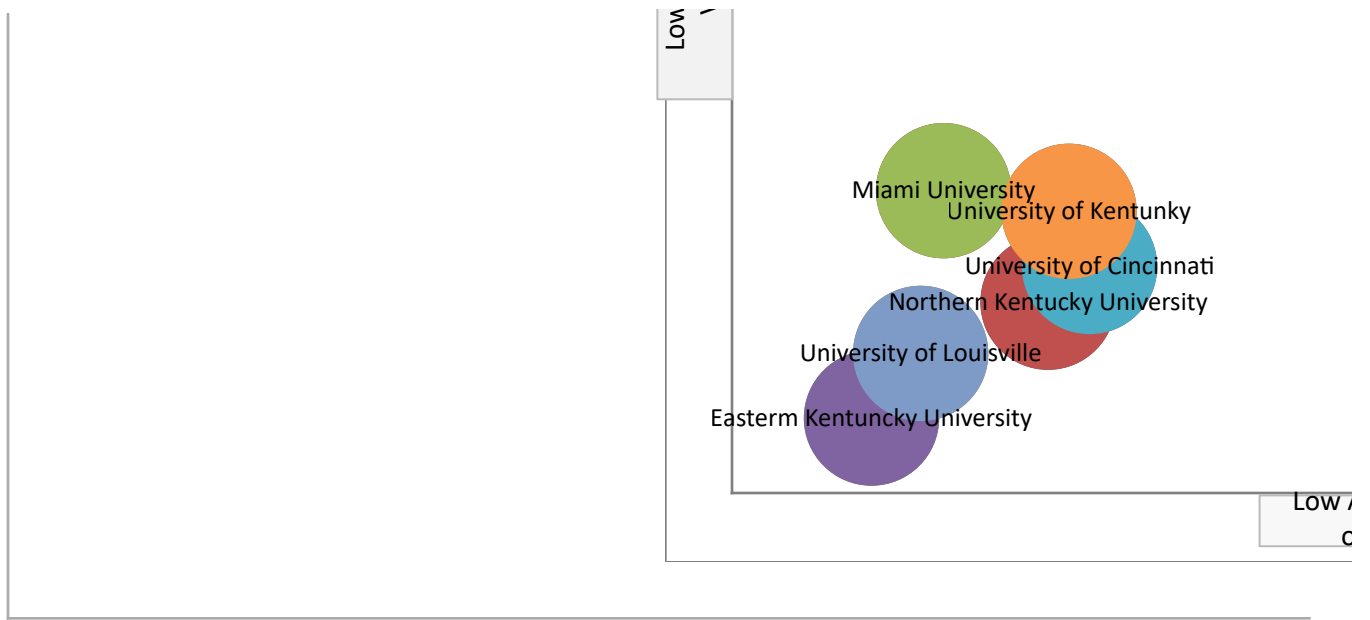
6

University of Louisville

7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

Step 7	When finished entering your data abo





"Create Your Perceptual Map"

ells.

A how to use video is at:

[YouTube |](#)

els and data in the grey cells only - if (not recommended) you want to unprotect this spreadsheet

www.perceptualmaps.com

Or email: geoff@perceptualmaps.com

only to quickly and easily create your own Perceptual Map

Computers

(This is an example only. Simply type over this map title.)

Low Overall Value

High Overall value

(These are examples only.

Type in your attributes.)

Low Attractiveness of Campus

High Attractiveness of Campus

(These are examples only.

Type in your attributes.)

Your
produced
ente

Map star

is not in that scale, then go to the Data Converter tab below to convert your data

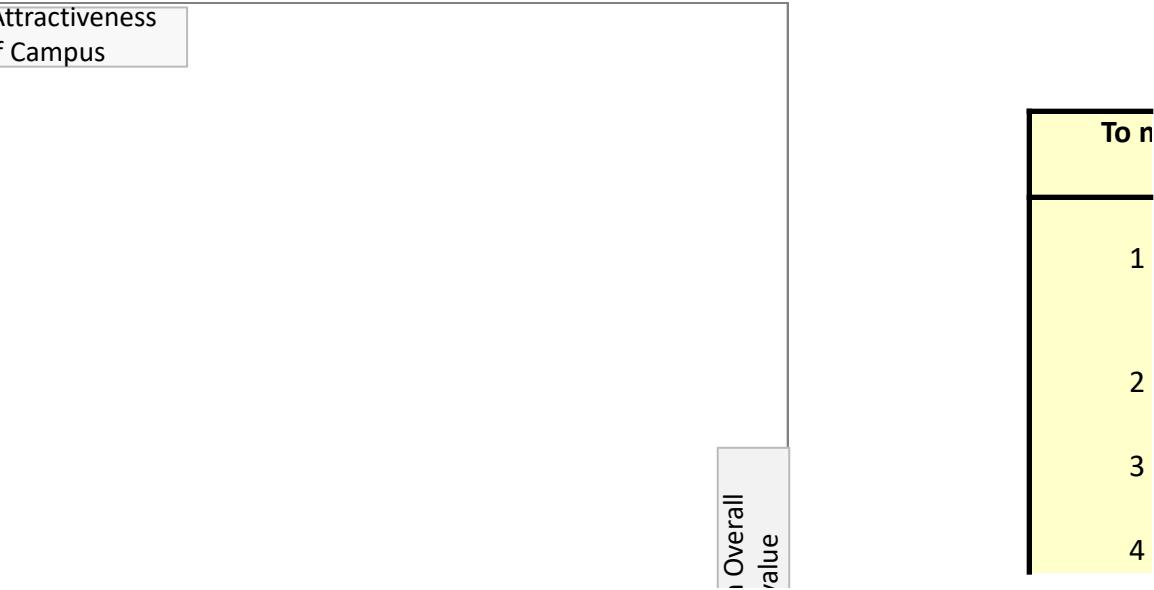
maps to review, then the Fast Perceptual Map Maker might be better for you

available for FREE download at...

[Get the Fast Perceptual Map Template](#)

Score each brand/product for the two attributes			Step 6
Use a 1-9 scale, using the following table as a rough guide.			Plk
Horizontal Attribute	Vertical Attribute		
Low Overall Value	1 =	Low Attractiveness of Campus	1 =
Equal mix of both	5 =	Equal mix of both	3 =
High Overall value	9 =	High Attractiveness of Campus	5 =
2.35		1.91	
1.57		3.023	
1.032		0.754	
2.66		2.266	
2.507		2.817	
1.399		1.399	

ve, simply copy your Perceptual Map below and paste it into your document



Attractiveness
of Campus

Template by: www.perceptualmaps.com

High



and choose 'bitmap'.





				13			9
				5.5	0.42307692		
					3.80769230		

**If your data is NOT in a 1-9 scale, then non
con**

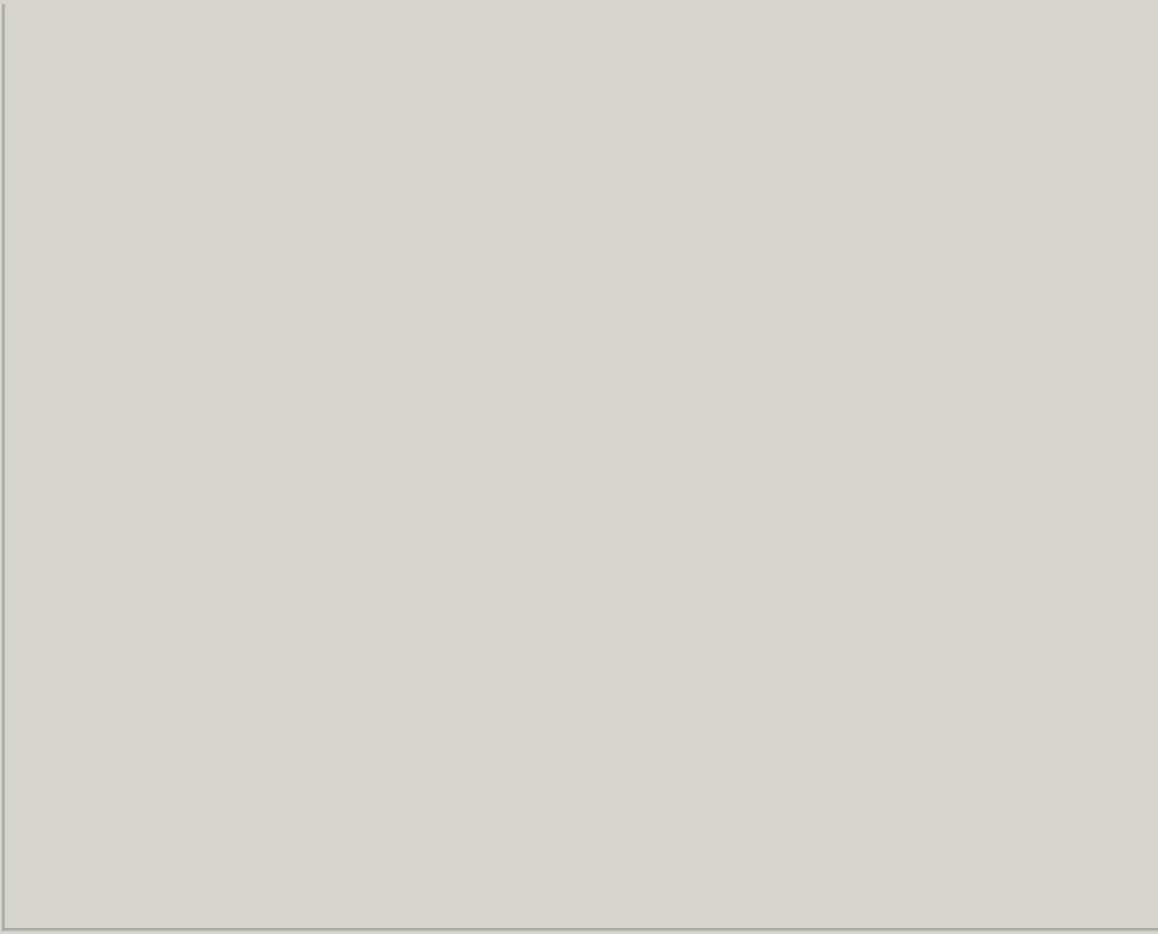
Enter the maximum of the scale
are you using?

Enter the minimum of the scale
are you using?

List of brands or firms products
below

Enter Your Data for the
Attribute A

1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
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25		



ninate your scale and enter your data in the fo
 nvert two attributes at a time

= Maximum	When you have entered all your data adjusted data back to "
= Minimum	<i>IMPORTANT:Remember t</i>

Enter Your Data for the Attribute B	Your Adjusted Data for the Horizontal Attribute

Following table - You can

ta, then copy/paste each column of
Perceptual Map = Auto"

to use *'paste values' only*

Your Adjusted Data for the Vertical Attribute

