

Please score each concept out of 6 (1 = low, 6 = high) according to the criteria on the left hand side. Please add comments where relevant.

1. LID

Selection Criteria	Concept			
	A	B	C	D
Ease of handling				
Ease of use				
Durability				
Ease of cleaning				
Aesthetics				
Eating experience				
Suitability				

Concept	Comments
A	
B	
C	
D	

2. BOWL NOVELTY

Selection Criteria	Concept						
	A	B	C	D	E	F	G
Ease of handling							
Ease of use							
Durability							
Ease of cleaning							
Aesthetics							
Eating experience							
Suitability							

Concept	Comments
A	
B	
C	
D	
E	
F	
G	

3. Cutlery

Selection Criteria	Concept				
	A	B	C	D	E
Ease of handling					
Ease of use					
Durability					
Ease of cleaning					
Aesthetics					
Eating experience					
Suitability					

Concept	Comments
A	
B	
C	
D	

E	
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**Thank you! I appreciate your opinions. Please email this back to myself at
Tanya_adams678@hotmail.co.uk.**