

	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5	
	Arm	Vending	Wire	XY Plotter	Free Standing	
Moises		5	1	3	1	4
Taylor		2	1	3	1	4
Dan		2	1	4	3	5
Rebecca		4	1	3	2	5
Stephanie		4	3	2	1	5

	Arm	Vending	Wire	XY Plotter	Free Standing	Datum
<b>Feasability</b>	-1	-1	-2	-1	-2	Existing Shelves
<b>Safety</b>	-1	0	0	-1	-2	
<b>Durability</b>	-1	-1	-1	-1	-1	
<b>Adaptability</b>	-1	0	-1	-1	1	
<b>Unobtrusive</b>	-1	1	1	-1	-1	
<b>Ease of Use</b>	1	1	1	1	2	
<b>Low Cost</b>	-2	-1	-1	-1	-2	
<b>Accuracy</b>	1	2	1	1	1	
<b>Efficiency</b>	-1	-1	1	-1	-1	
<b>Total</b>	-6	0	-1	-5	-5	

### **Emotion**

independence  
security  
Confidence  
sensuality

### **Ergonomics**

comfort  
safety  
ease of use

### **Aesthetics**

visual  
tactile

### **Identity**

Modern  
sense of place

**Core Tech**

reliable  
enabling

**Quality**

durability