

Criteria	Concepts A. Mounted on the Wall / Tube	B. Mounted on the Wall / Sticky Paper	C. Mounted on the Wall / Hanger	D. Mounted on the Wall / Book Shelf	E. Picture Frame / Fridge	F. Picture Frame / Counter	G. Bookshelf / Floor	H. Storage box / Counter	I. Storage jar / Ceiling	J. Bag / Kitchen Door
The capsuleholder is easy to (re)fill	1	0	0	0	1	1	-1	0	-1	0
The capsuleholder protects the capsules	1	0	0	0	0	0	0	0	0	-1
The capsuleholder is easy to use	0	0	0	0	0	1	0	1	-1	-1
The capsuleholder lets me easily select my flavor	-1	1	1	0	0	1	1	1	-1	-1
The capsuleholder can be installed in different spots	-1	-1	-1	-1	1[1]	0	0	1	-1	1
The capsuleholder itself can be moved easily	-1	-1	-1	-1	0	1	0	1	-1	1
The capsule holder gives me information [2]	0	0	0	0	0	0	0	0	-1	-1
Low costs	0	0	1	-1	-1	0	0	1	0	1
Wow	1	0	0	0	1	1	0	0	1	0
Elegance and beauty	1	0	0	0	1	1	0	1	1	0
<b>Total Score</b>	<b>1</b>	<b>-1</b>	<b>0</b>	<b>-3</b>	<b>3</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>-4</b>	<b>-1</b>

1. Picture frame could also be for on the counter / dual usage
2. for example information regarding how many capsules left of which flavor