

Please rank as follows: 1 = poor 3 = fair 7 = good 9 = very good	Ideal Partner							Importance Rating
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Basic Design (weight 25%, each element 5%)

Use of colour Is colour used to enhance understanding?	9							5
Use of icons Are the icons used which ease understanding?	9							5
Use of reminder aids Are there reminder aids used to ease compliance?	9							5
Readability	9							5
Font size Is the information on the pack readable?	9							5

Ease of Use (weight 20%, each element 5%)

Accessibility Can the dosage be accessed easily?	9							5
Portability Is the pack size small enough to make it portable?	9							5
Reclosability Can the pack be easily closed?	9							5
Robustness Is the pack presentation robust to withstand normal use?	9							5

Intuitiveness of Use & Appeal (weight 20%, each element 10%)

Use Can the pack be presented intuitively?	9							10
Appeal Does the pack presentation overall appeal?	9							10

Presentation of Patient Information

	9							10
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Affordability (Perceived Cost)

	9							10
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Environmental Impact

Recyclability	9							5
Packaging utilization	9							5
Ease of disposal	9							5

Total	144	0	0	0	0	0	0	
Weighted Total	900	0	0	0	0	0	0	