



	1	2	3	4	5
Performance					
Functional					
Durable					
Professional					
Mature					
Fashionable					
Simplistic					
Sleek					
Iconic					
Contemporary					
Cultured					
Stylish					

Design Two

	1	2	3	4	5
Performance					
Functional					
Durable					
Professional					
Mature					
Fashionable					
Simplistic					
Sleek					
Iconic					
Contemporary					
Cultured					
Stylish					

Design Three

	5	4	3	2
Performance				
Functional				
Durable				
Professional				
Mature				
Fashionable				
Simplistic				
Sleek				
Iconic				
Contemporary				