

Customer Req.		Groups											
	Sum	1	2	3	4	5	6	7	8	9	10	11	
Writeability	116.00	29.0	5	5	5	5	5	5	5	5	5	5	
Durability	82.50	20.6	4	4	5	5	3	3	3.5	3	4	1	3
Aesthetics	56.00	14.0	1	3	3	3	2	2	3	1	3	3	2
Comfort and Hand Interaction	96.00	24.0	4	3	3	4	4	5	4	5	4	5	4
Environmental	50.00	12.5	2	1	4	3	5	2	3	1	2	2	1
	400.50	100.00											
			16	16	20	20	19	17	18.5	15	18	16	15

**A Standard stick pen - no grip**

		Groups										
	AVERAGE	1	2	3	4	5	6	7	8	9	10	11
Writeability	3.0	3	3.7	4	4	3	4	3.75	3.5	2.5	3	3
Durability	2.4	3	2.2	2	3	2	3	0.75	5	1	3	4
Aesthetics	1.2	1	1.1	2	2	1	2.5	2	1	1	2	1
Comfort and Hand Interaction	1.7	2	1.5	1	1	2	3	1.75	1.5	2	2	2
Environmental	1.8	2	2	1	0	3	1	3	2	3	3	3
	1.0											

**B Stick pen with grip**

		Groups										
	AVERAGE	1	2	3	4	5	6	7	8	9	10	11
Writeability	3.1	4	3.4	3	4	4	3	4	4	3	3	3
Durability	2.8	3	3	3	3	3	4	2	4	2	3	3
Aesthetics	2.4	3	2.4	2	2	2.5	2.5	3.5	1	1.5	3	4
Comfort and Hand Interaction	3.1	3	2.5	2	3	3	4	3.5	3	3	3	4
Environmental	1.6	2	2	1	0	3	1	2	1	2	3	2
	1.0											

**C Gel pen with grip**

		Groups										
	AVERAGE	1	2	3	4	5	6	7	8	9	10	11
Writeability	2.9	2	2.5	2	3	3	3	2.25	3.5	1	4	4
Durability	2.8	3	3.5	3	2	3	3.5	3.5	2	3	3	2
Aesthetics	3.2	3	3.5	2	3	4	3	3.75	4	2.5	4	3
Comfort and Hand Interaction	3.2	3	3.5	2	4	3.5	3.5	3.5	4	3.5	4	4
Environmental	1.4	2	2	1	0	2	1.5	1.5	2.8	1	2	2
	1											

**D Short barrel gel pen**

		Groups										
	AVERAGE	1	2	3	4	5	6	7	8	9	10	11
Writeability	2.6	2	1.7	2	4	2	3	3	3	3.5	4	3
Durability	2.6	2	3.5	1	2	3.5	3.5	4	3	3	3	2
Aesthetics	3.3	4	3.7	1	3	4	2	4	3.5	4	4	4
Comfort and Hand Interaction	1.2	1	1.5	3	2	1	1	0.75	1	2	2	2
Environmental	1.3	2	2	1	0	2.5	1	1	2	2	2	1
	1											

	Wr	Du	Ae	CF	En
A	3.0	2.4	1.2	1.7	1.8

29.0	218
20.6	273

B	3.1	2.8	2.4	3.1	1.6
C	2.9	2.8	3.2	3.2	1.4
D	2.6	2.6	3.3	1.2	1.3

14.0
24.0
12.5

282  
222



\*\*\* (PRESS CT  
PROCESS MM



RL+SHFT+ENTER) TO  
MULT