1. They both did a good job. The one on the left followed the template and presented really good features in section 1 of the template compared to the one on the right wich is not really presenting features.

2. left only explains one quite basic idea. the right explains multiple unique ideas

3. the left design is only providing leftover food to attract seagull which is already the case and seagull might be attracted by better food(such as fries). The right one provides anti-seagull scents and fries box design which is new implements.

4. Compared to the right one i feel that the left one is more creative due to its approach of not only protecting the fries but also the human themselves.

5. Right is more creative this is because;

- At the end the combinations made from earlier ideas is really creative. - the ideas are less usual and wouldn't immediately thought about (more-out-of-the-box).

Lefts ideas were more realistic and less inspiring to me. - focussed on enhancing the experience next to keeping away the birds. Left made many different ideas bit all less detailed and a bit vague whole experience not clear.

6. - Hard to pick one or the other because they followed a good design process both of them

- the left side presents non-plausible ideas in section 2

- the one on the right does not list features in section 1

7. Left has multiple different ideas and also explains the context in which the idea is used.

8. the right design is more creative with zipper which is less usual idea than holes and stick (left design) to get fries out (the hole is too small so the fries might not be able to come out) also the napkin idea is creative by providing camouflage to seagulls.

9. Left: Looks like it focus mainly on the idea of covering the fries. Right: More varied ideas (light-bullet gun water gun noise fake bird).

10. - very hard to judge the best one

- they both did not put too much effort into showing their ideas

11. The Right brainstormed ideas mostly about how to scare seagulls but it seems violence. The Left shows variety and more constructive.

12. The ideas on the left feel more thought through and unique because they are explained better.

13. Left - I really feel like the ideas contain imagination e.g. the chip robot which kind of sounds fun and funny

14. - The ideas on the left are all relevant to the challenge but are quite abstract: only the general direction is defined but the characteristics of the products are not specified missing out on a great opportunity to show additional creativity

- The designs on the right also include specific aesthetic or functional qualities that add a lot of value to the ideas.

15. almost similar brainstorm however right thought of an added feature to enhance the experience on top of meeting the design briefs criteria of being easy to carry and blocks the seagulls

16. The ideas on the right do not only look at enclosing the fries but also at other ways to keep seagulls away. Compared to the left that focuses on one kind of solution.

17. Somehow also difficult to choose.

Left: Shows variety of fries container ideas, but the idea centralized on placing the fries inside a container.

Right: Provide more different ideas like spray and speaker.

18. More diverse designs drawings and annotations that communicate the ideas better than the left.

19. BOTH explore the idea of designing a new packaging / lid. RIGHT seems a bit more creative considering different colors and patterns to distract rather than just making the opening smaller or bigger.

20. both have many idea but lack of detailed explanations so hard to tell the difference left-there are more detailed explanations

right- there are fewer explanations showing how each concept works

21. both explore different directions (visual cover vs. distraction) hard to say as none of them explores a lot and both are sticked to one idea. LEFT involves more thoughts such as odors fake sea gulls and thus details the idea more out.

22. I think the right ideas are more creative as the child did think about the problem from multiple perspectives and didn't just think about the packaging. I like that the child did think about smell sound as well as the spatial context.

23. Left: A bit difficult to assess the left one since not many explanations were given. Right: The idea is simple but practical. I like the analogy of "beach ball" i think it is quiet creative.

24. -Left sticks to the shiny cup idea (and later added a fry gun)

- Right explores different types of containING

25. Hard to choose as they have both common ideas.

- Left cute to also come up with ' home for the seagulls' which takes it into a new direction: attack the real problem.

26. Left is more creative because of the non-traditional forms of the fries container.

27. Left has a lot of ideas and methods to combat the problem explored. Right has only explored covering the fries. The solution space has not been explored.

28. Left - focused on brainstorm ideas featuring a lid which made it less diverse Right - I like the diversity in the idea using unconsciously different senses e.g. spray for smell noise for sound fake fries for vision. Maybe it was not intended but I though it was interesting.

29. Left - not sure how feasible the idea is but does have unique aspects such as the fry shooter + the whole environment gets change

Right - I like that the idea are feasible but yet have interesting aspect such as foldable material or spinning handle

30. - ideas on the right are limited in amount and diversity. - Ideas on the left consider unrelated objects which is outside the box e.g. a fake phone or suncream to cover the fries.