Good Designs

-the colours look noble
-the fruit is in the foreground
-the type underlines the nobility again

-glass bottles always seem more fresh ad hygenic
-the colours remind of mediterranean regions
-the illustration reminds of quality and tradion

-picture of product looks tasty
-illustration of women with carrots make it organic
-I like the red lines

-word "Bio" + green seems very healthy and organic
-photo with rosemary looks good
-the lines look greek

-colours look italian
-basil looks good and fresh

-brand looks like it makes original italian food
-the yellow+the picture of egg and flour matches

-picture looks good
-ingredients are visually "listed"
-colours look appealing

-same thing

-grey design makes the cashews stand out
-green leaves make it organic
-nutri-score

-I like coke
-I like whiskey
-both stand out on the black background

Bad Designs

-colours don't fit the product
-window looks greasy

-I don't see the bread
-I don't like the colour

-peanut butter belongs in glass

-colour of product looks unnatural
-I don't like the bite

-super unnatural
-low quality (plastic bottle)

-sweet chips
-green package

-Nice women milk
-tetra pack whine

-millionaire's shortbread and then so cheap
-ne colours

-I'm having a stroke looking at it
-way to much goes on and the colours are very unnatural

-I don't know why I don't like it
-it just doesn't appeal me