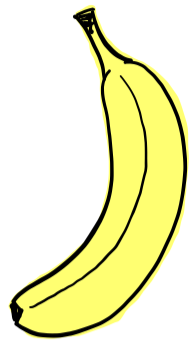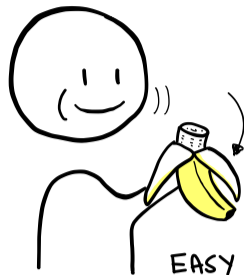# GOOD DESIGN

EXPLAINED WITH A BANANA
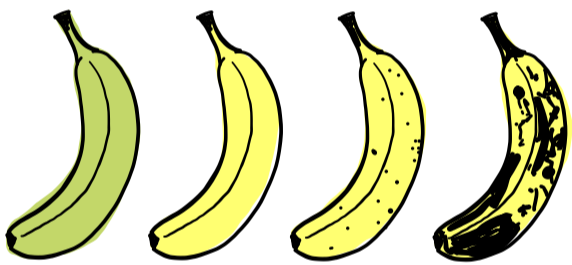
EASY TO PEEL

EASY TO HOLD
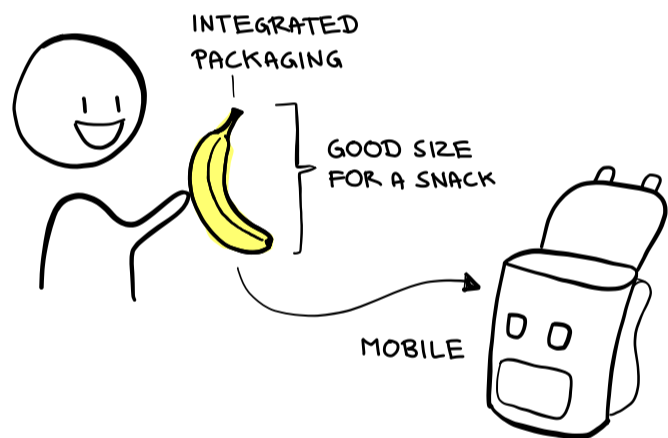
A BANANA IS EASY TO USE

A BANANA TELLS YOU WHEN IT'S READY

UNDERRIPE ⟷ OVERRIPE

A BANANA IS WHEREVER YOU NEED IT

INTEGRATED PACKAGING
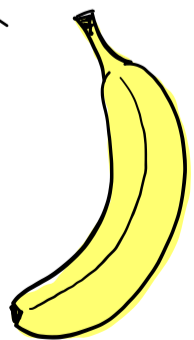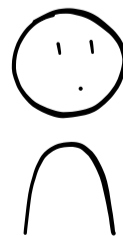
GOOD SIZE FOR A SNACK

MOBILE

A BANANA IS RECYCLABLE

BIODEGRADABLE PACKAGE

IS YOUR PRODUCT AS WELL DESIGNED AS A BANANA?

BASED ON THE "UX OF A BANANA" BY MEGAN WILSON

— SEBASTIAN F. MÜLLER —