Packaging – The Shelf Appeal 👀

1. Enticement – Does the packaging grab you
2. Design – Is the packaging professional and represent cannabis is a good light
3. Wastefulness – Was the packaging wasteful

Technical Analysis – Personal Preference ⚗️

1. Ingredients – Quality of ingredients and health factor
2. Cannabinoids – Are the THC and/or CBD levels desirable, are they too strong
3. Sourcing – Are the ingredients sustainably or organically farmed

First Impressions – The Senses 👃

1. Freshness – Does the item look and smell fresh or has it gone stale
2. Hands on – How does it feel, is it hard to handle
3. 'Mouth water' – How excited are you to try it

Experience – Let's do this 😎

- **Vape**
1. Smoothness – Did it smoke smooth
2. Flavor – Did the terpene profile stand out
3. After taste – Did it sit well with your palette or leave a bad flavor

- **Topical**
1. Consistency – Is the texture consistent, has it separated or clumped
2. Portion size – Was it too much, too little, or just right
3. After effect – Did it apply well or did it leave undesirable odor or residue

- **Tincture**
4. Ingestion – Was it easy to get down
5. Portion size – Was it easy to dose
6. After effect – Did it sit well or leave undesirable side effects

Effect – No Thanks or New Go-to? 🧟

1. Body high – Does it provide physical relief
2. Head high – Does it provide mental relief
3. Recommendability – How strongly would you recommend this to a friend

5 points per item
Red – Double points
100 maximum score