

Design the Box

45 minutes

Strategy

Intermediate

Create product vision by designing its retail box packaging. Teams imagine their product was successful enough to sell in stores and design the box, including...

H HOW TO RUN

1 Total Duration:

1 Box Design Brief

- Imagine product is wildly successful
- It's sold in retail stores in a box
- What would the box look like?
- What would convince someone to buy it?

2 Box Creation

- Each box must include:
 - Front Panel:
 - Product name
 - Compelling tagline

3 Pitch & Discussion

- Each team presents their box (2-3 minutes)
- Explain key features and benefits
- Share rationale for design choices
- Discuss differences between versions

5 min

30 min

10 min

O OBJECTIVES

- > Define compelling product value proposition
- > identify key features and benefits
- > think about product from customer perspective
- > align team on product vision and positioning

M MATERIALS

ESSENTIAL

- Cardboard boxes (cereal box size)
OR
- Large poster paper to create flat box template
- Markers in multiple colors

OPTIONAL

- Glue sticks and scissors
- Sample product boxes for inspiration
- Box template pre-printed

P PARTICIPANTS

4-8

F FACILITATOR NOTES

REMEMBER

- If teams focus only on technical specs, push them toward customer benefits.
- Encourage bold, specific claims rather than generic marketing speak.
- Customer testimonials should reflect real problems being solved.
- The physical making is important - don't just have discussion.

KEY TIP

This exercise forces team to think about VALUE not features.