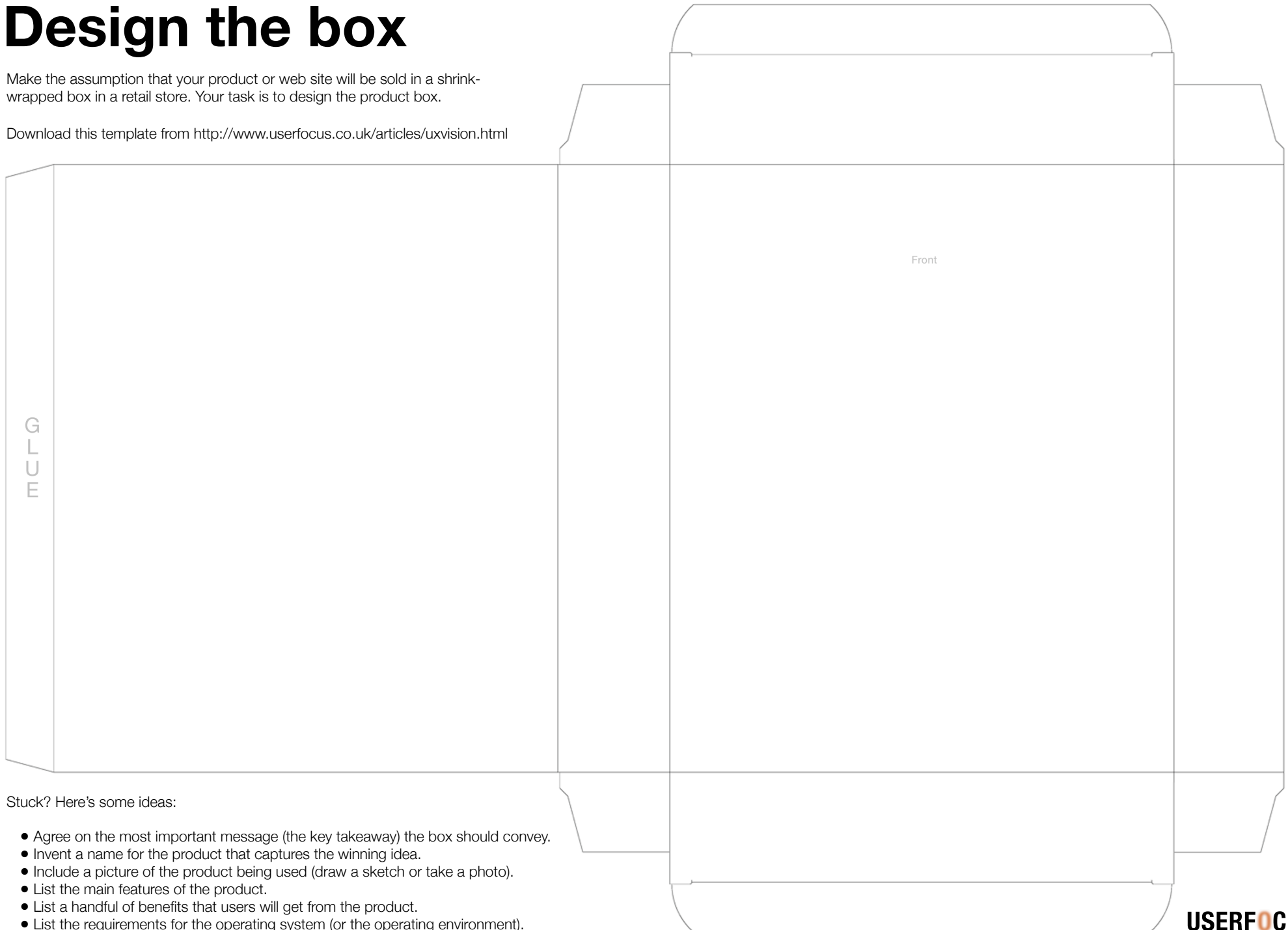# Design the box

Make the assumption that your product or web site will be sold in a shrink-wrapped box in a retail store. Your task is to design the product box.

Download this template from http://www.userfocus.co.uk/articles/uxvision.html

GLUE

Front

Stuck? Here's some ideas:

- Agree on the most important message (the key takeaway) the box should convey.
- Invent a name for the product that captures the winning idea.
- Include a picture of the product being used (draw a sketch or take a photo).
- List the main features of the product.
- List a handful of benefits that users will get from the product.
- List the requirements for the operating system (or the operating environment).

USERFOCUS

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THANKS FOR BEING PART OF THE USERFOCUS COMMUNITY

I love creating articles, resources and eBooks for the user experience community.

But it's my consulting and training work that pays the bills.

If you want to support the work that I do, here are some ideas.

Dr David Travis @userfocus

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Commission me to optimise the user experience of your product or service. You'll find more information on my consultancy services here:

https://www.userfocus.co.uk/consultancy/index.html