Design the box

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

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).

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

ATTEND A WORKSHOP
Attend a public training courses. You’ll find an up-to-date schedule here:

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

BUY AN ONLINE COURSE
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https://www.udemy.com/user/davidtravis/

INVITE ME IN
I can bring my workshops to you and run them for a fixed all-inclusive fee no matter where you are. You’ll find more information on in-house training here:

https://www.userfocus.co.uk/training/in-house-training.html

COLLABORATE
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