

Works for everything! From “Web Hosting” over
“Perfect Hire” to “Delivering Superior Customer Support”!

DESIGN the BOX

Create a shared vision

for your product or service

in a fun workshop

“You come across our product in a store. What does its box look like? There’s no wrong way to design it.”

Split the group into small teams. Each team designs 1 box. Allow at least 30 minutes for designing. Give examples of what could be on the box:

- Name
- Slogan
- Visuals
- Benefits
- Features
- Use cases
- Trust enhancers
- Customers / Buyers

After designing, the teams pitch their boxes to each other. Note similarities, discuss differences. Put all agreed upon ideas into one shared box. This box could stay in the team room as a visual reminder of their vision.

Get a joint view of what’s important!

You need:

- At least 1h of time
- Blank boxes
- Alternative: Drawing of a box - at least front and back side
- Pens
- Stickers
- Other fun materials
- Inspiration, such as cereal boxes, ...

