

Think 'inside' the Box

Introduction:

This exercise is all about thinking within a box! How about designing the box for a new product (even one that will never be sold in a box)? You will need to come up with the USP, product features, pricing and also how to communicate with your customers through this hands-on designing experience.

Learning objective:

To

- engage in creative and innovative thinking
- foster idea generation skills
- understand basics of product development and marketing
- learn how to present a product or service to a customer, highlighting product features and benefits.

The Exercise:

Instructions to Participants:

1. Form groups of 5-6 persons each, depending on the size of the audience.
2. Explain that the exercise includes two parts – A) Ideation B) Product Design

A) Ideation:

3. Ask the groups to ideate for the next 30 minutes on a product in healthcare, energy, education, waste management, transportation or any sector that they feel is the most crucial for India currently. (Ensure these are aligned with the theme of E Week – Ideas for India)

B) Product Design:

4. Distribute one carton/ cereal box to each group of participants.
5. Ask each group to design a box for the product that they have chosen.
6. Specify what they should include on the product package:
 - i) On the front of the box:
 - The name of the product
 - A tagline that describes the product
 - ii) On the back of the box:
 - Key features/functions (3-5 features only)
 - Benefits/ other relevant selling points
 - Details that connect the product to a real need/customer problem
 - iii) On both sides of the box:
 - How to use the product
 - Price
 - Place of manufacture

- Product Life time (if applicable)
 - Customer segments and variations of usage (if applicable)
 - Any other relevant information that helps describe the value created for the customer
7. Suggest that they may also describe the product using the information format on the boxes given to them.
 8. Do let them know that the above are just the basic indications of what is required and they could get as creative and innovative as they want to present their product/service on the box.

Concluding the Exercise:

When everyone has prepared their box, ask each team to explain what they have created and pitch their product.

Debrief:

Discuss with the participants what they learnt while designing the boxes; point them to how they engaged in the following during the exercise:

- idea generation
- customer oriented communication
- basics of marketing: pricing, product development, packaging and positioning
- innovative and creative thinking

Time:

2-3 hours

Required Material:

- Sheets of paper and markers, sketch pens
- Small Cartons/ Cereal Boxes

Note: This exercise is based on the Design the Box exercise available on <http://designgames.com.au/design-the-box/>