










Part Two: How it Works for BOX

Objectives

Questionnaire Highlights:

-  The product is not like many others on the market so there is little parallel competition, but that means the average consumer may be reluctant to purchase it without more information.
-  The brand is new, and therefore not a draw of itself like an established brand might be.
-  Brand should not feel corporate and linear, but more fun, trendy, and personable.

Objectives:

-  Provide an immersive experience of the product
-  Inform people of the specific benefits of the product (such as subdivision of space, privacy, number of options, and floor space expansion)
-  Facilitates small sales through website
-  Assists any one with specific questions or purchasing problems
-  Facilitates large sales and manufacturing opportunities
-  Represents BOX standards (clarity, charity, and cordiality)

