

Solution

Problem:

BOX is a highly creative and innovative product in children's furniture. However, because of its non-traditional nature, consumers may be reluctant to buy the product without trying it first. BOX requires a solution that introduces and educates the public about its product in a way that conveys its tactile nature.



Solution:

I have designed an exhibit for the Kids and Families Expo that provides a large BOX system which allows visitors to try the product for his/herself. Games and activities keep guests engaged and learning about what BOX has to offer. Small and large sales are facilitated through web kiosks and private meetings, while others may find answers to specific questions in casual meetings. Company standards are represented through clarity and promoting the BOX charity.