Design the product box: front and back.

On the front:

- a product name
- a graphic
- three to four key points to sell the product

On the back:

- a detailed feature description
- operating instructions / requirements
- any health warnings?

When presenting the box, tell us:

- who it's for
- what they need
- why they'd buy this
- what are the alternatives
- why our product is different

Product vision box developed by Bill Shackelford,
described by Jim Highsmith in 'Agile Project Management'