

II. PACKAGING PARAMETERS: (CONTINUED)

2.) EXPERIENTIAL PRODUCTS:

◆ ENGAGE ME

◆ IMMERSE ME

◆ CREATE SENSE APPEAL

◆ EXPERIENCE ATTRIBUTES:

✦ UNIQUENESS OR LOCAL
FLAVOR

✦ LET ME LEARN

✦ BEHIND THE SCENES

✦ INTRODUCE ME TO
COOL PEOPLE

✦ “INSIDER’S VIEW”

3.) SURPRISE ME: LAGNIAPPE

III. PROTOTYPING EXERCISE:

IV. NEXT STEPS & ACTION ITEMS: