



**METHOD: BOX STIMULI**

**1. PHYSICAL CHARACTERISTICS**

Material, Colour, Shape, Weight, Dimension, Production technology, Smell, Texture, etc.

**2. FREE ASSOCIATIONS**

What does it remind me of?  
 What does it suggest?  
 Where is it from?  
 Where have I seen it?  
 What comes to mind randomly?

**3. COMMERCIAL ASPECTS**

Sales argument, Target, Sales point  
 Marketing & Communication, Price, etc.

**4. USES**

Common use, Use environment  
 Moment of use, Ritual of use  
 Related actions, Related cultures etc.

**5. OPPOSITE CHARACTERISTICS**

Opposite physical characteristics  
 Opposite associations  
 Opposite commercial aspects  
 Uncommon uses etc.