

Packaging & Unboxing

Early User Feedback Study: Phase 1

Gayle Denney

Global Brand Design & Digital Experience





TABLE OF CONTENTS

Here's a few things we'd like to talk about

01

STUDY
BACKGROUND

What's this study all about?

02

EXECUTIVE
SUMMARY

If you read nothing else,
read this

03

DETAILED
FINDINGS

Let's get into the nitty gritty

04

RECOMMENDATIONS

Here's what we need to do

05

APPENDIX

Everything that's left



01

STUDY
BACKGROUND



Early, exploratory research

to learn more about our Enterprise customers and to inform the customer journey
with regards to

Packaging & Unboxing, Set-up, Support, and Learning Resources



15 research participants

6 Current and/or Potential Enterprise Customers



+

9 internal stakeholders at Magic Leap



Potential/ Existing Enterprise Customer Demographics

1. Work full-time for a medium to large sized company
2. Company is engaged in the field of XR
3. Decision maker/tech influencer within their company
4. Have an active role in their company's involvement with XR



Magic Leap Internal Stakeholders

1. Sales Strategy
2. Reseller strategy (Brainlab)
3. Supply Chain
4. Product
5. Enterprise alliances
6. Customer Care
7. Procurement



02

EXECUTIVE
SUMMARY



 **If you read nothing else, read this section.**

What are the main things we learned from this research?

Note: To read detailed results, click on the section title.





Packaging

1. Lack of a better storage/carrying solution often forces Enterprise customers to reluctantly keep the box.
2. Most Enterprise users want special messaging on the packaging to distinguish them as Enterprise.



Carrying Case

1. All users are very interested in having a carrying case neatly housing the device and its components inside of the box.
2. That carrying case would need to have specific features important to Enterprise customers.





Labeling system

1. Most Enterprise customers have their own labeling system in place.
2. They would like labels to pair controllers with their devices.



OOBE

1. Admins are the ones who go through OOBE, so it should be as quick as possible and allow for set up of multiple devices at once.
2. EULA should be customizable during OOBE (for resellers)
3. Customers don't want to see astronauts and floating islands after OOBE. It should say "Enterprise"



 **Support**

1. Set-up manuals rarely reach the Enterprise end user.
2. Enterprise customers want an easy support webpage throughout their journey (pre to post sale).
3. Customers will almost always call their dedicated ML rep for help.

 **Learning Resources**

1. There is a strong need for two learning guides in the box: one for admins who are setting up devices, and one for end users.
2. Learning resources should be available as pre-loaded on device, or on MLW.



Serial numbers and barcodes

It is vital that **serial number and MAC address** appear as a sticker on the outside of the box for the following reasons:

1. Serial number is used for **scanning and inventory**.
2. The Mac address (currently hidden in OOBE) is one of the **biggest support questions**, since it is needed to set up wifi.



[Click here to skip to recommendations](#)
based on these issues



03

DETAILED
FINDINGS



Detailed Findings

a. Packaging





Emotions the packaging should evoke

1. Joy
2. Excitement
3. Sense of professionalism
4. Sense of creativity
5. Elevated status





Packaging Qualities that evoke those emotions

1. Premium
2. Precision & care
3. Multi-dimensional
4. Visionary
5. Triggers imagination





What did users like about the new box (post 12/10)?

1. Professional look
2. Smaller size
3. Minimalist design
4. Graphics (on and inside box)
5. Less bulky than the 'suitcase' version





What do users feel is missing from the current packaging?

Must haves

1. A handle
2. Smaller in height
3. Enterprise-specific labeling

Nice to haves:

1. Matte finish
2. Magnet closure
3. 2 piece (hat closure) box
4. More multi-dimensional qualities



What do Enterprise users feel is the gold standard of packaging?



Why do they love it?

1. Minimalist
2. High quality
3. Provides a sensory experience
4. Luxury look and feel
5. Each space has intent and purpose





Small or large box?

Enterprise customers want a box that is **small & efficiently uses space** for the following reasons:

1. Storage at their office is at a premium and they **cannot afford to keep large boxes** around
2. Those who keep the boxes usually **stack them** and need boxes that lend themselves to such storage methods
3. Some who use the box as a carry case want it to easily slide under a desk and/or be easy to keep around in lab/office spaces.



Handle or no handle?

Almost all Enterprise customers agreed that they **wanted a handle** on the box for the following reasons:

1. They're often carrying other items with the box.
2. Although the new box is smaller than previous 'suitcase' version, it's still a little too large to carry like a book.
3. Handle gives them a sense of professionalism (more like a briefcase).



Detailed Findings

b. Carrying Case



Carrying Case

Everyone agreed that a **carrying case** within the box was the most **optimal solution** for the following reasons:

1. Eliminates the need to have to think about where to store the device once it is out of the box
2. Demonstrates how to arrange the components in the box safely and neatly
3. Provides a way to carry the device securely (along with other essentials like a laptop or notebook)
4. Eliminates the need for accessory boxes



Requirements for carrying case

In order for the carrying case to fit the needs of Enterprise users, it would need to have the following characteristics:

1. Discreet and professional-looking
2. Proper cord management
3. Durable and weather-resistant
4. Dedicated slot for the controller
5. Extra compartment for additional items (e.g. hub, charger, personal items)
6. Portability (fit in carry-on/laptop bag with other items)



Integrated charging within carrying case

Enterprise users **like the idea** of integrated charging within the carrying case for the following reasons:

1. Many Enterprise customers don't have dedicated desks or workspaces, so it provides an easier, neater charging solution
2. Eliminates the need to remove components to charge, especially when traveling
3. Helps eliminate the issue of long, messy cords that can be hazardous in many industrial spaces



What customers are currently using as carrying cases

The official ML carrying case



Pros

Best long-term device protection

Cons

Too large for a backpack or carry-on

Casematix



Pros

Inexpensive.
Can fit all parts
(including charging cables and spare pads)

AmazonBasics Case for GoPro



Pros: Lays flat in backpack and fits all components

Cons: Must remove the foam to fit



What customers are currently using as carrying cases

Makeup case



Pros

Inexpensive. Large enough to fit device.

Cons

Not the most protective

Pelican



Pros

Inexpensive.
Can fit all parts (including charging cables and spare pads)

VR case



Pros: Very inexpensive. Compact. Fits all parts.

Cons: Not the most protective





Detailed Findings

c. Labeling System





Labeling system

Things to know about Enterprise customers regarding labeling:

1. Most have their **own internal labeling system** in place and don't need a custom solution to keep track of devices themselves
2. Many would, however, like labels that help **pair controllers with their devices**
3. Ideas for this kind of pairing include stickers, color coding, etc.



Detailed Findings
d. OOB





Things to know about Enterprise customers regarding OOBE:

1. **Admins** are generally the ones who go through OOBE.
2. As such, OOBE should be as **quick as possible** and allow for **set up of multiple devices** at once.
3. Because of our resellers, EULA should be **customizable** during OOBE.
4. Customers don't want to see astronauts and floating islands after OOBE. It should say "Enterprise"



Detailed Findings
e. Support





Things to know about Enterprise customers regarding Support:

1. Set-up manuals are mostly used by admins and **rarely reach the Enterprise end user**
2. Enterprise users generally don't like seeking support on the phone
 - a. They'll first **look internally** for support
 - b. If they do need phone help, they'll usually call their **dedicated ML rep** (thinking it will yield the fastest, most reliable response)
 - c. They'd like an **easy, online support solution** they can access throughout their journey (pre and post sale)





Easy, online enterprise support solution

Enterprise users are generally **self-helpers** who look for an **easy online solution** to their issues, such as:

1. Webpage accessible via a QR code or simple URL in the box, set-up materials, and on device
2. Contents of the enterprise support webpage should include:
 - a. **Enterprise-specific** material only
 - b. Videos, articles, and images
 - c. Concise, non-lengthy articles
 - d. No upsell of accessories
3. Most common issues facing Enterprise customers, which should be included on this webpage are:
 - a. Setting **wifi** (Mac ID needs to be pulled out before OOBE)
 - b. Setting a **home country** (consider making it a mandatory step during onboarding)
 - c. Update their device
 - d. What we're doing with their **data**



Detailed Findings

f. Learning Resources





Learning Resources

Enterprise users have unique needs when it comes to learning resources

1. There is a strong need for **two learning guides** in the box: one for admins who set up the devices and one for end users
 - a. **Admin user** learning guide should highlight areas that are specific to admin responsibilities, such as: provisioning (wifi setup, setting home country), storing, cleaning, and updating
 - b. **End users** learning guide should highlight areas that are known issues for Enterprise customers, such as: using the controller, downloading and navigating apps, and turning the device on and off
2. Learning resources should be **available** as pre-loaded on **device**, and on **MLW**



Detailed Findings

g. Swag



Swag

Most Enterprise customers don't want swag, but some said it is a nice to have that adds to the experience

1. They do not appreciate or feel like they would use stickers
2. Some want more useful swag such as a notebook, pen, or t-shirt



04

RECOMMENDATIONS





Packaging

1. Implement carrying case solution with recommended modifications
2. Design a smaller box with a handle, customizable for Enterprise customers
3. Provide clear messaging inside box about newly created Enterprise support webpage - via a QR code or simple URL
4. Add Mac ID to the box, with the serial number



OOBE

1. Shorten OOBE to allow for set up of multiple devices at once
2. Make EULA customizable during OOBE (for resellers)
3. Make 'setting home country' a mandatory step during onboarding
4. Post OOBE launcher should look appropriate for Enterprise. They don't want to see floating islands and astronauts.





Learning Resources

1. Provide two learning guides in the box: one for admins who are setting up devices, and one for end users
2. Pre-load learning resources on device and on MLW



Labeling

1. Provide labels for easy pairing of controller with device



Support

1. Create an Enterprise-specific support page that contains videos, short articles, and images addressing Enterprise customers' most common issues.





05

APPENDIX



Boxes shown to users



ML box- 2nd release (December launch)



Boxes shown to users



ML box- 1st release



Photos of Microsoft Hololens 2 shown to users as example of carrying case in box



Screening Criteria for External Participants

1. Work full time for Fortune 500 in a tech decision making/influencing role
2. Very familiar with XR technologies

Our users included:

1. Mix of roles and responsibilities
2. Mix of companies in different verticals
3. Mix of gender
4. Mix of ages





Made with love and tiny droplets of water