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| **Name:** | Paula Garcia |
| **Title:** | USA Box |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | The USA Box blends two activities which are commonly done after traveling: mapping and storing. Mapping, locating places traveled to on a map, helps individuals visualize the places they have been and the places they want to go. Storing, the act of organizing souvenirs, helps individuals reminisce about a specific memory they may have with the object. |
| **Solution:** | This product provides users the opportunity to interact with it in a variety of different ways. Its simple appearance is appropriate in a number of settings: homes, offices, schools, etc. |
| **Brand Strategy:** | The USA Box is also a great learning tool for children: helping them identify the location of states based on their geography. It can be used by families or individuals to share and store collectables or souvenirs which remind them of their journeys. |