



Crea Box Design Challenge

Kompas- Dag Panda

Antwerp Summer University 2025

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Introduction

Context

Dag Panda is a project by vzw Kompas, a Belgian non-profit organization committed to supporting individuals with cognitive disabilities through tailored services, meaningful activities, and inclusive communities. Dag Panda serves as a dynamic and accessible online platform that offers a variety of participation options, including creative subscriptions, social connection, and digital learning experiences.

vzw Kompas brings decades of experience in providing care, guidance, and empowerment to people with cognitive challenges. Their work focuses on autonomy, inclusion, and quality of life across different stages of development.

Design Challenge

How can we design Activity Boxes and Instructional Videos for Dag Panda (Platform for individuals with a cognitive disability)

Partners

Coordinates the overall platform and supports individuals in areas of living, working, learning, and leisure.

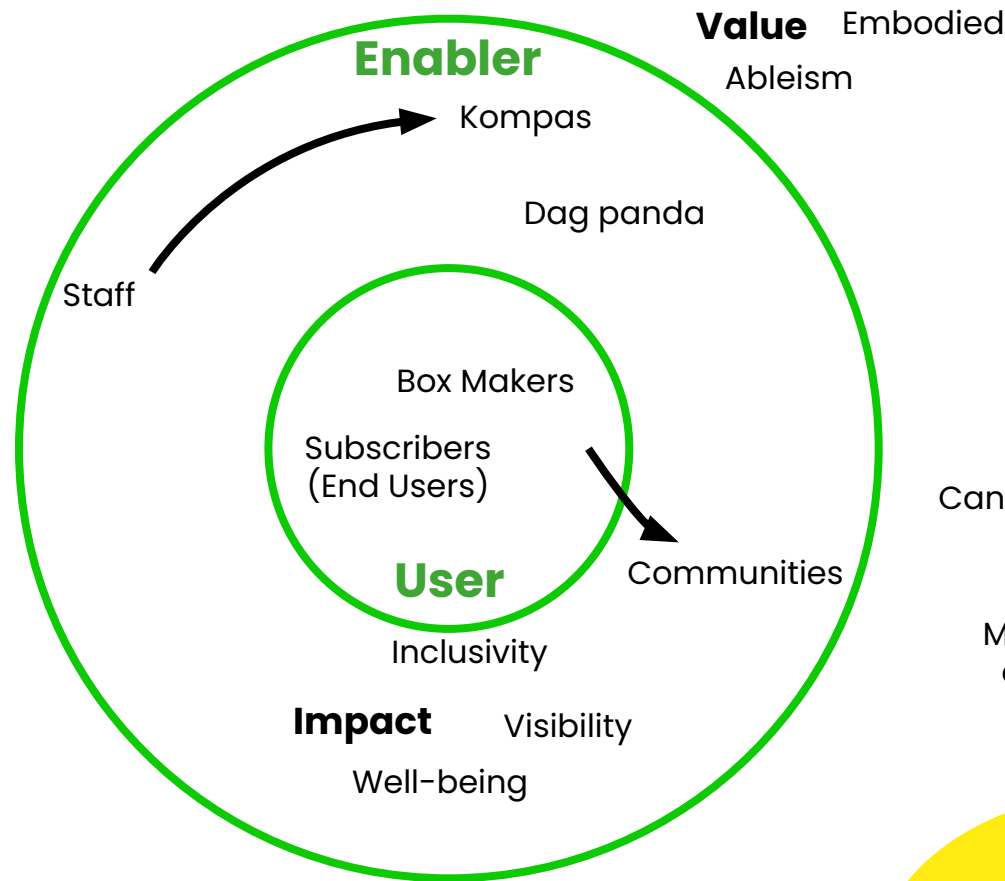


Provides expertise in content creation and inclusion, with a focus on digital storytelling and peer-led video production.



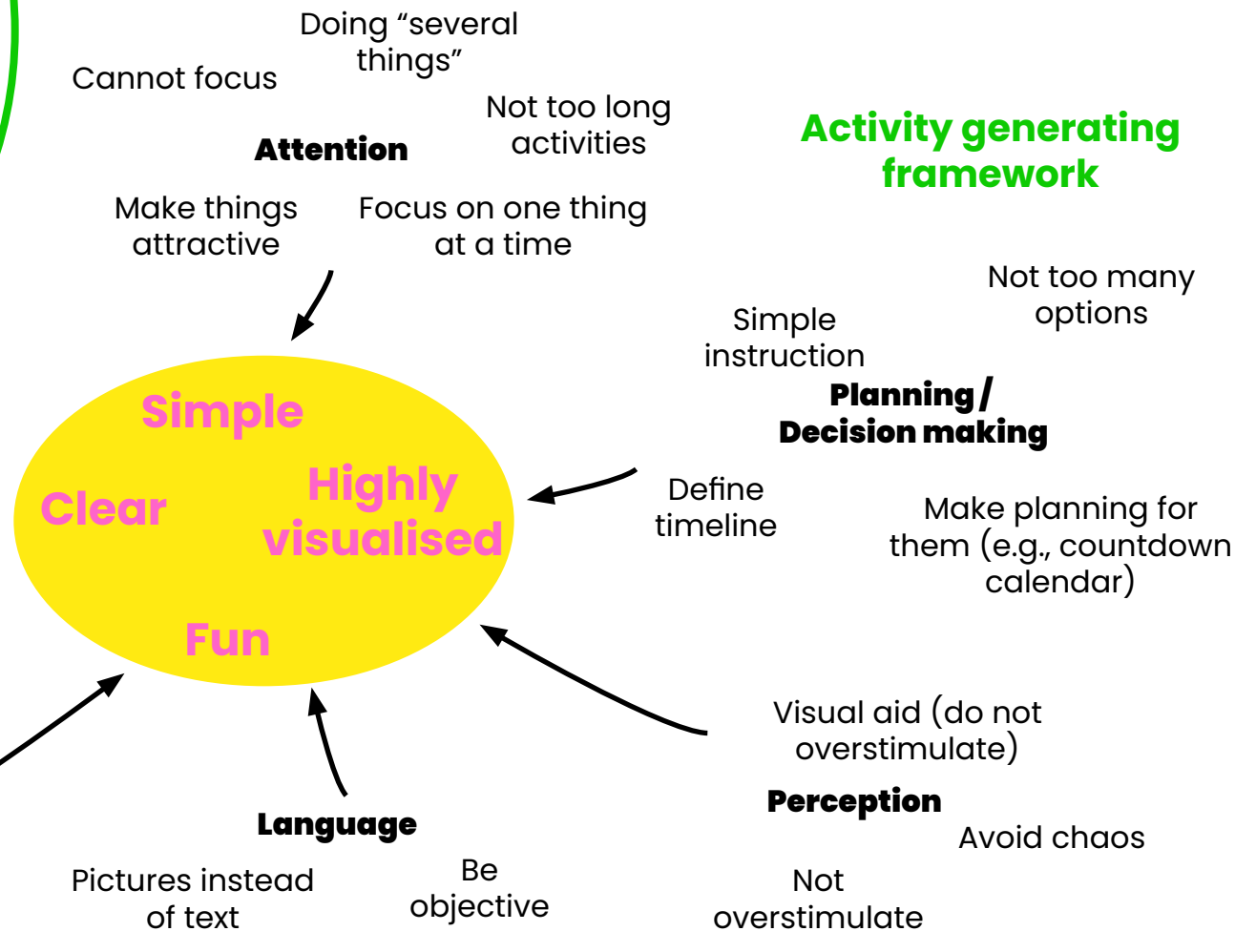
Handles the practical assembly and packaging of the Creaboxes, ensuring all materials are prepared for delivery.



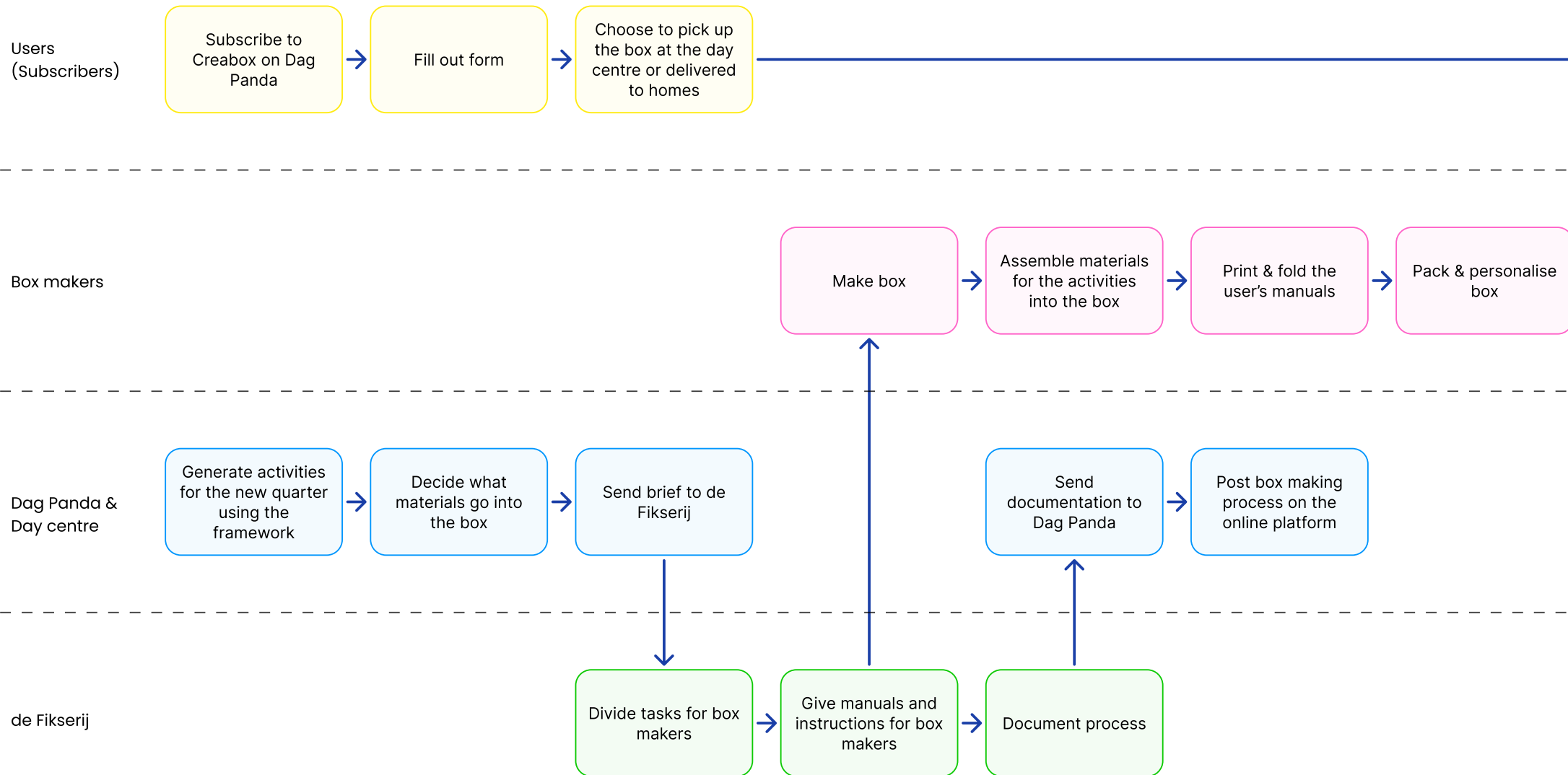


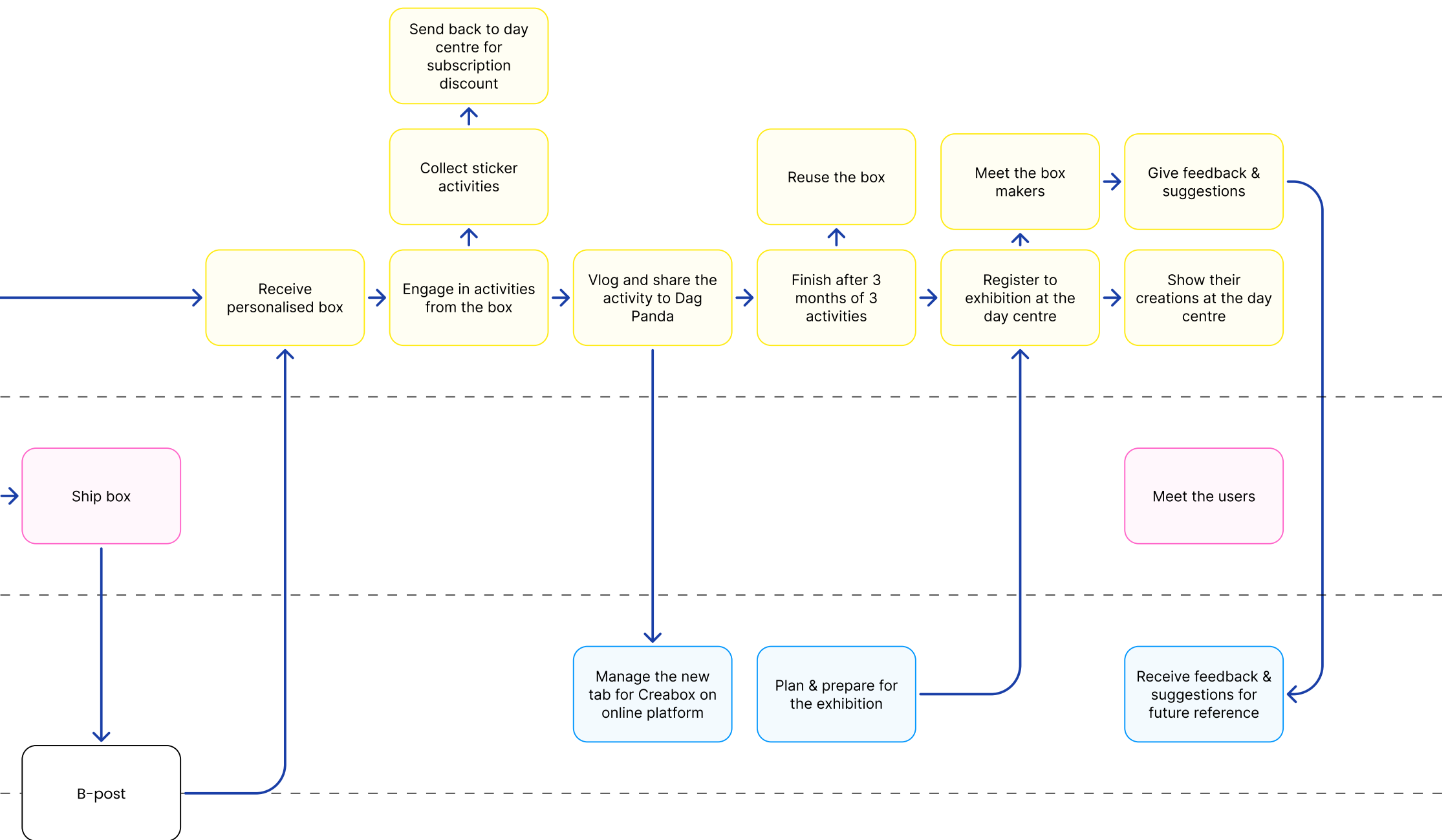
Our understanding

We explored the needs of Dag Panda's users by mapping out cognitive challenges such as attention, memory, planning, and perception. This helped us define key design principles: simple, clear, highly visual, and fun. These insights now guide how we create accessible, engaging activities for people with cognitive disabilities.



User journey





Persona



NAME: Tim

AGE: [SECRET]

HOBBIES:

DRAWING

VLOG

CHATTING

MAKING FRIENDS

PERSONAL STATEMENT

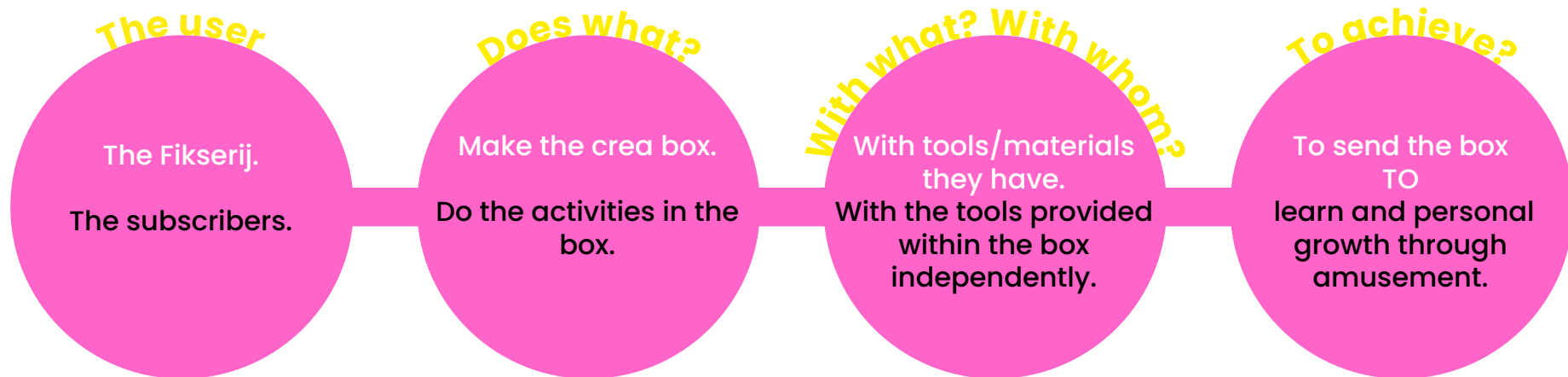
Hi! I'm Tim! I like cool things. Even Though I know I'm a little bit different from other people, I still can do a lot of things! I think I'm an artists because I can make so many amazing things by hand!

However, I easily lose my patience sometimes. Things could go boring quickly to me. And I don't like words! I don't want to waste time, so if you want me to do something, keep the instruction SIMPLE & CLEAR!

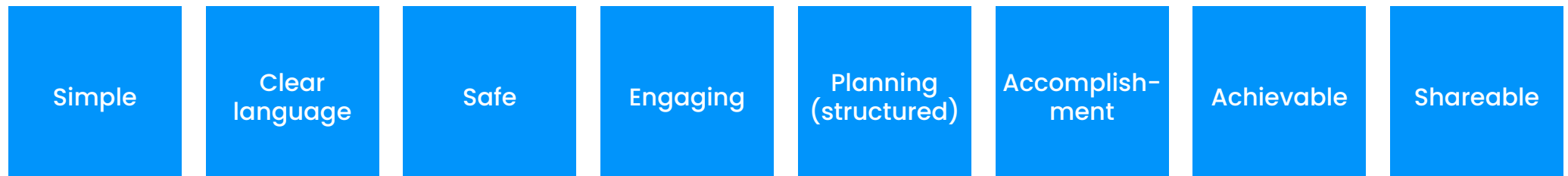
Design requirements

To define the key design requirements for the creative activity box, we conducted a mapping exercise. Using black, we captured the goals and needs of De Fikserij as the provider, while white was used to represent the perspective of the end users – the subscribers who receive and interact with the box. This process helped us explore both practical and

emotional aspects: from clear, independent instructions and safe, engaging materials, to a sense of accomplishment and the ability to share results with peers. At the bottom of the sheet, we identified the most critical requirements that would make the biggest difference in the success of the tool.



Most important requirements



Mapping the system

Geographic Community

Potential Volunteer

There will be some opportunities for the organisations to find volunteers to engage the community.

Community Space

To expand the impact, having events or showcases in a public space could be helpful. (It could be some thing simple, such as the artboard)

In-person Activities

Except Day-Centre, explore more possibility of showing cognitive condition people's amazing creation in the community will be engaging.

Culture Community

Common Spiritual Support

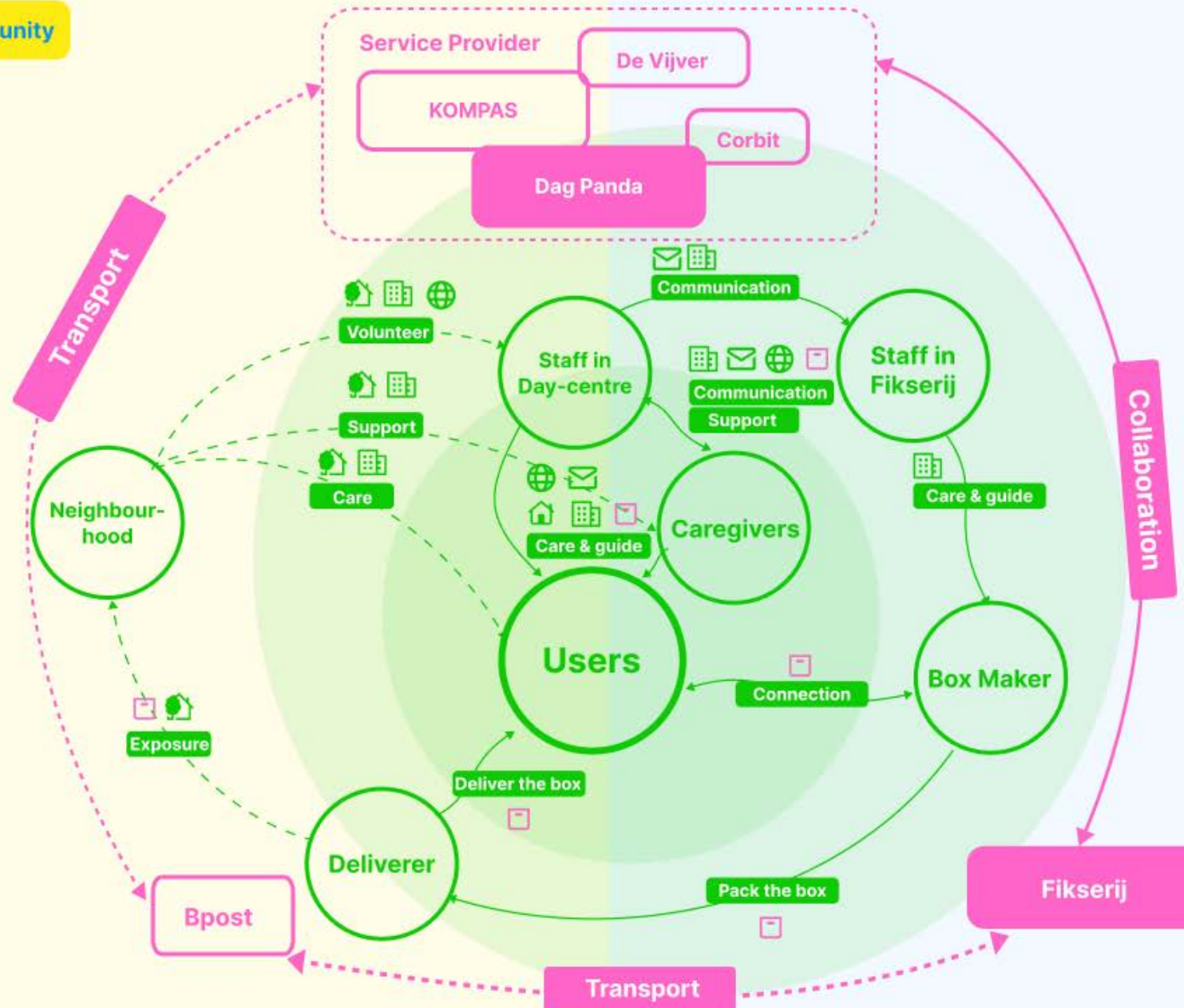
Connect people with cognitive condition within their group.

Online Platform

Online community could break the geographic boundary and engage more people who cannot attend in-person.

Expertise

In the organisations, there're expertises of communicating, learning and caring of the cognitive condition people (of course include the cognitive condition people themselves). They are the best person who can develop the future events!



Touchpoint

Home

Day-Centre/Fikserij workshop

Email

Community

Online Platform

BOXES

Design concept

We designed the Crea Box to help people with cognitive conditions learn, enjoy, and connect. It offers a simple, repeatable structure that Dag Panda can sustainably develop in the future.



Three monthly activities (Oct–Dec) that are fun, creative, and easy to follow



Builds connections among people with similar conditions



Raises awareness in the neighbourhood and brings new people into Dag Panda



Box as a service, not just a product – with a clear user journey



Sustainable framework Dag Panda can reuse for future boxes



Sharing event every 3 months at Dag Panda's centre to show creations and connect people

Final concept: The Box

We've created a creative activity box specially designed for individuals with a cognitive disability. Each box contains engaging, hands-on activities that cover three months and is delivered all at once.

The design is visually appealing and curiosity-driven. On the top of the box, you'll find our friendly panda mascot, who appears throughout the activities. Above the panda is the name of the recipient, making the box feel personal and welcoming.

Inside, the activities are divided into three layers—one for each month. Between these layers is a tear strip, which can be opened only after the current activity is completed. This adds a fun sense of progress and excitement.

On the left side of the box, there's a small hint showing the theme of the activity inside. On the right panel, users will find a countdown calendar to track when they can open the next activity. The matching icon lets them know when the next theme is ready.

Also included is a checklist with some instructions.



CHECKLIST

November Activity

-  Make the zine
-  Design the cover
-  Task 1: pages 2-3
-  Task 2: pages 4-5
-  Task 3: pages 6-7
-  Explore the back cover

NOVEMBER

Days Until December

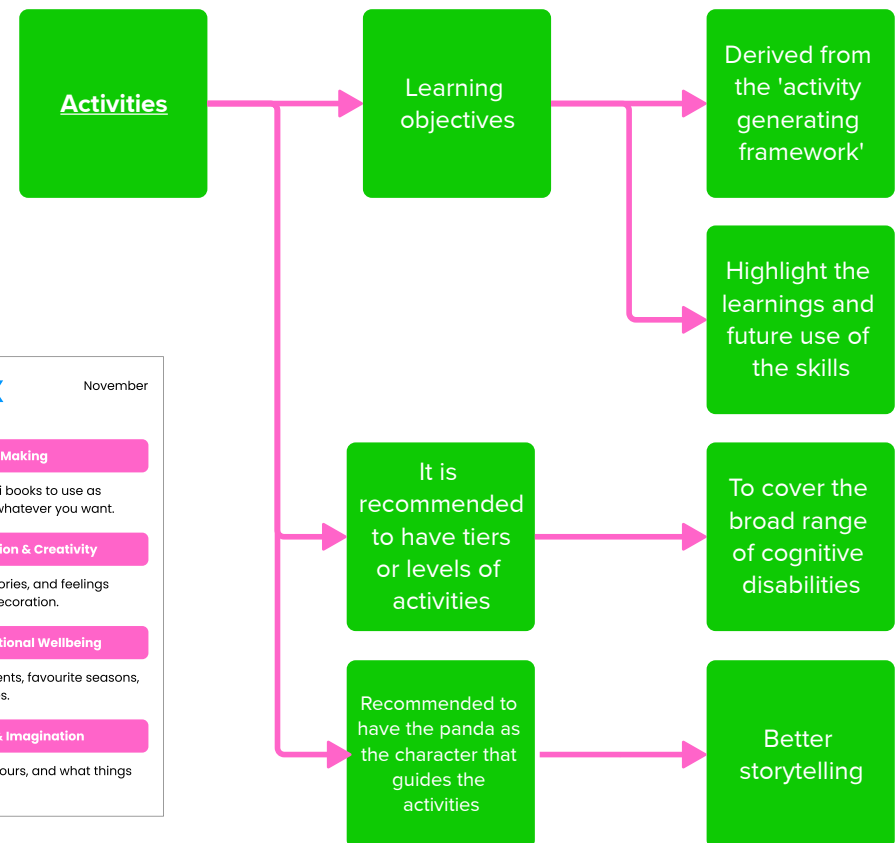
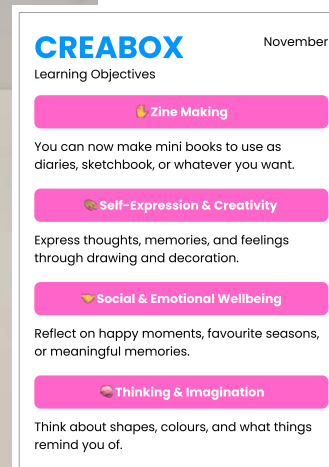
MON DAY	TUES DAY	WED NES DAY	THURS DAY	FRI DAY	SATUR DAY	SUN DAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Activities

Activities are at the heart of this approach, designed not only for enjoyment but also to support meaningful learning and development. Each activity is guided by an activity-generating framework that helps shape clear learning objectives. These objectives highlight the skills being practiced and how they can be used in daily life, encouraging participants to build confidence and independence through creative engagement.

To make the activities more inclusive, it's recommended to offer them at different levels or tiers, ensuring they are accessible to people with a broad range of cognitive abilities. Adding a friendly character, like a panda, to guide participants through the process supports better storytelling, emotional connection, and consistency across experiences. This thoughtful design helps each person feel supported, seen, and empowered to participate in their own way.

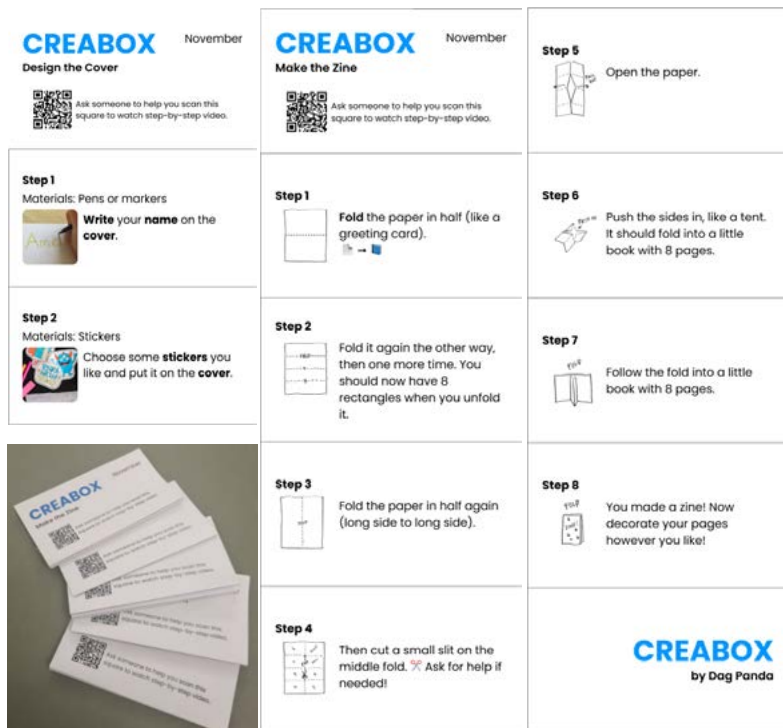


Instructions (paper & video)

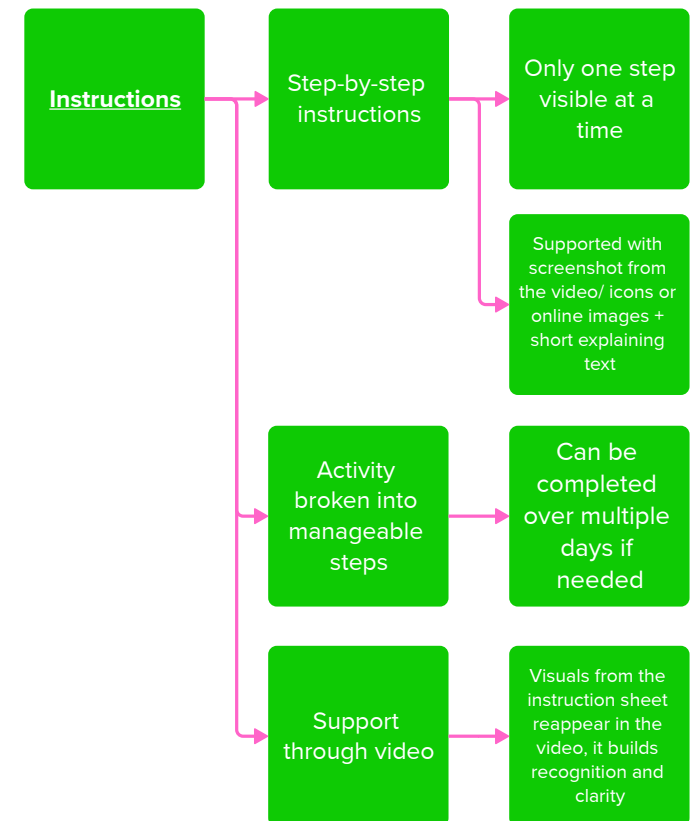
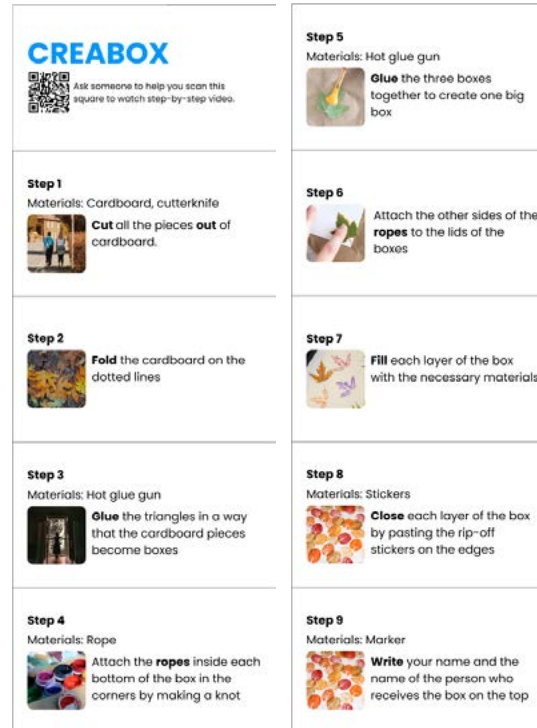
Paper instructions:

For the printed instructions, we aimed for maximum clarity by combining text with visuals—using icons, internet images, or screenshots from the instructional video. These screenshots ensure consistency, as users recognize the same visuals across formats. Instructions are broken down into clear, step-by-step tasks, allowing users to spread the activity over multiple days. The instruction sheet is folded so that only one step is visible at a time, helping users stay focused and avoid overwhelm.

E.g. for end users



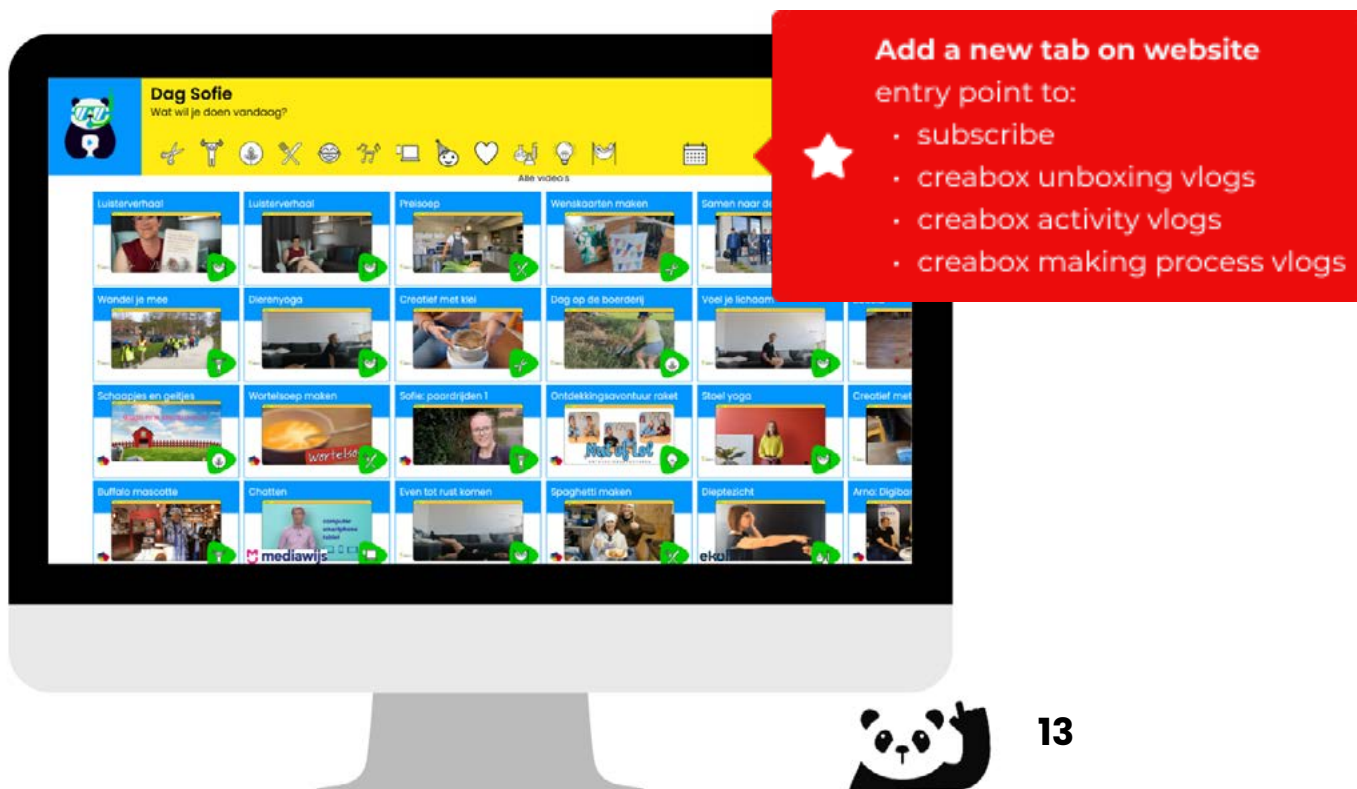
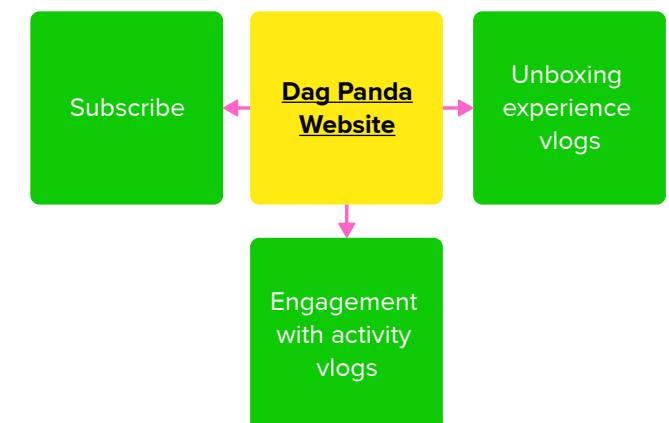
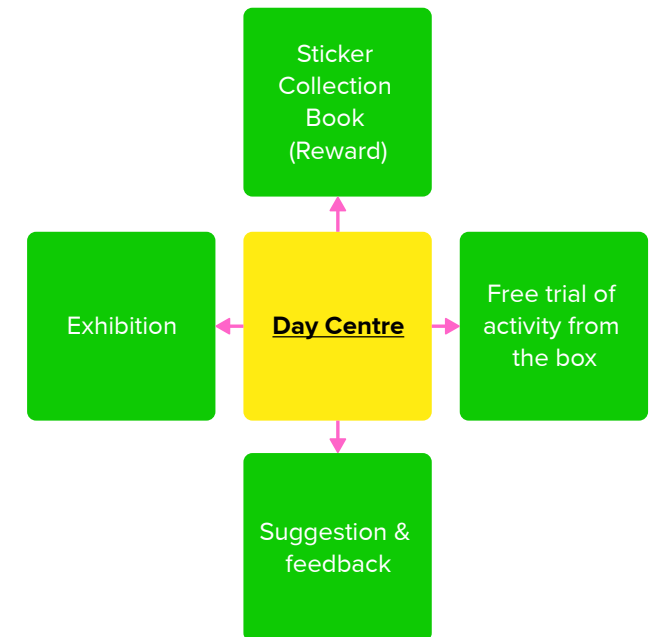
E.g. for box makers



Sharing channel

The Dag Panda Website acts as the main entry point for engaging with the Creabox community. Users can subscribe to receive the box and are encouraged to share their unboxing experiences and activity moments through vlogs, helping others see the joy and possibilities the box brings. The creators of the box can also share behind-the-scenes content through vlogs, showcasing the making process and building a sense of connection between the users and the people who design the activities.

At the day centre, visitors can take part in a hands-on trial workshop using the Creabox, offering a playful introduction to the activities. These sessions create opportunities for creativity, connection, and exploration. At the end of each quarter, a community exhibition allows participants to proudly share their creations, meet the box makers in person, and give feedback or suggestions. To celebrate ongoing engagement, users can bring or mail in their sticker collection books to the day centre and exchange them for rewards—adding an extra layer of motivation and fun.





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