

50-ish ways to question a Big Mac box

It's easy to get carried away once you start questioning an object...
Can you come up with any more?!

1. What does it smell like?
2. What does it taste of?
3. How does it feel?
4. Does it feel the same all over?
5. Does it make a noise?
6. What are its dimensions?
7. What shape is it?
8. What colour is it?
9. Is it the same colour all over?
10. How is it decorated?
11. What is the function of the decoration?
12. Does it have more than one function?
13. What do the symbols on the box tell you?
14. How many people understand these symbols?
15. Which are the most important symbols?
16. Why?
17. Which symbols do you see first? What does this tell you?
18. How many people follow any instructions given by symbols on the box?
19. Why use symbols rather than written instructions?
20. Why are symbols so important to our society?
21. What does the writing on the box tell you?
22. What do the numbers on the box tell you?
23. Are they the same on every box?
24. Why isn't the box plain white? Or grey? Or Purple?
25. Are Big Mac boxes the same all over the world?
26. What or who is Big Mac?
27. Why is the box the size it is?
28. Are all Big Mac boxes the same size?
29. Has the size of the box changed over the years?
30. What material has been used to make the box?
31. Why was this material chosen?
32. What raw materials were needed to produce this material?
33. Is this a renewable resource?
34. What does this tell us about attitudes towards the environment in our society?
35. What are the advantages of using this material?
36. What are the disadvantages of using this material?
37. How might the box have been different if it was made of a different material, for example, ceramic, wood, metal, plastic?
38. Is the box well designed?
39. Does it work well for the purpose for which it was designed?
40. How might the design be improved?

41. If somebody 50, 100 or 200 years ago had designed a box for a burger, how might it have been different?
42. Did people eat burgers then?
43. How might burger boxes look in the future?
44. Will people eat burgers in 100 years time?
45. Will the name Big Mac still be used in 100 years time?
46. What is the purpose of the image on the top of the box?
47. Is this a true representation of the product inside?
48. Why not just serve the burger on a plate?
49. What does this tell us about society and its attitudes?
50. How many of these boxes are used in Britain every day?
51. Which country uses the most of these boxes each year?
52. Which country eats the most Big Macs per head of population?
53. How many of the boxes get recycled?
54. For how long is each box actually used?
55. Show the box to as many people as you can within a 10 minute period. How many people didn't recognise it? What does this tell you?
56. Would you get the same response in London, Paris, Glasgow, Cardiff, New York, Leningrad, Shanghai?