

Interactive media design: Box and board design

Why?

Before finalizing my box/board design I conducted a focus group to test if it actually does communicate the right message to the target group. It's an 18+ party game so the design should be cheeky and fun, so to validate my design choices I tested it.

How?

I made a dummy version of my box/board design and conducted a focus group where the target group can discuss their opinions with each other.





What?

Design choices:

- Raccoon mascot: I made a raccoon mascot in Illustrator, since Raccoons/Trash Panda's are known for being cheeky animals. It gives the brand a playful and recognisable identity.
- The overall style is colourful and animated, based on the A/B test results they prefer that over a minimalistic/simple design.
- I gave the raccoon NSFW accessories and added 18+ stickers to emphasise that the game is 18+ only.
- I used neon colours to make the design stand out and support the overall party vibe.

User's insights:

- The users like the animated, fun look and found it clear that the game is 18+ only.
- To make it even more explicit, they suggested to add more NSFW elements.
- The back of the box could have a clearer introduction
- The board game should have space to place the cards.

So?

The test validated that my design is appealing and matches the concept of the game. I implemented feedback to my design to not only making it appealing but also user-centered.

Because my design is 'approved' and validated I continued working with this design on other media outings to create a consistent brand-identity and marketing.g