

Interactive media design: Rulebook

Why?

I made a rulebook, because it's one of the most important parts of a board game. Without it players wouldn't understand how to play the game. With that being said, if the rulebook isn't clearly explained or structured, they also wouldn't know how to play the game. So I decided to do a focus group to test the user-friendliness of my rulebook.

How?

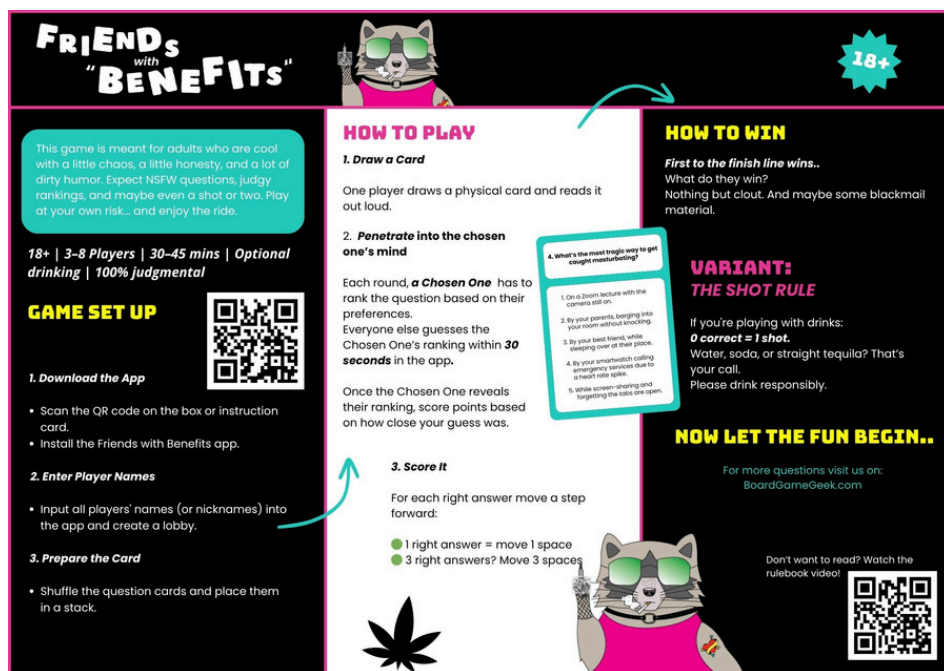
To test the rulebook I did a focus group. I asked them to read the rulebook out loud and if they could explain it to me after they've read it. After that I asked them to discuss their thoughts and opinions.

- Most people understand it after one read.
- The rulebook shouldn't be any longer. The length is perfect.
- Step 2 of "how to play" should have more detail.
- Use less punchlines to prevent people getting distracted. Only use a few good ones.
- Consent section felt too serious and could ruin the party mood

What?

To improve the user-experience of the rulebook by making it more clear and structured for the target group I implemented their feedback:

- I made step 2 clearer by adding more information.
- I reduced the amount of punchlines to keep the players focused on the actual explanation.
- I removed the consent part to keep the tone of voice consistent.



I still kept the design and tone of voice funny to match with the overall vibe of the game.

So?

This test has helped me improve the overall user experience of the game by creating a rulebook that uses the right tone of voice, explanation, structure and clarity because of the feedback I've received.