

Creative iterations:

Rulebook video

To make the board game more accessible and user-friendly I made a rulebook video.

V1:

<https://youtu.be/VDd0K0jKVjI>

How?

To make sure my rulebook video is fun, engaging and easy to understand I did a test where I asked the target group a series of questions that lead me to valuable feedback:

- The video was a bit too long for their attention span.
- Funny sentences distracted them from the actual explanation.
- The use of too much stock footage makes it less personal and real.
- The order of the steps was unclear. Game set up should come first like in the actual rulebook.

V2:

https://youtu.be/2gIJqc6rd_Q

Why?

I added their suggestions, since a rulebook is an important part of a game. An unclear rulebook makes the players play the game all wrong and causes confusion and frustration. It's important that they understand it and that the video is fun, otherwise they won't watch it.

- I shortened the video.
- Reduced humour to make the video clearer.
- Added my own footage and design.
- Made the steps in the right order.

V3:

<https://youtu.be/EKuMId3NYf4>

Validate?

After testing V2 the target group has told me the video more clear and structured. The only suggestion they had was to make sure I use the same font for all text to make it consistent.