

Box and board design test

Why am I doing this?

Even though my box/board design is based on a **Competitive analyses** and **A/B test** it's still important to test my design with the target group to find out if they understand what I am trying to communicate and if the overall design is appealing to them.

"Does the box clearly show that this is an 18+ party game, and does the design make you want to play it?"

How am I doing this?

I made a dummy version of my box/board design and did a focus group. Participants discussed their opinions, impressions and thoughts, while I asked specific questions to gather specific feedback on my design to make it more appealing and 18+.



What did I find out?

Box front: Fun and clear, but needs more 18+ imagery to strengthen the NSFW message.

Box back: Good intro, but unclear how players can answer questions wrong.

Board: Looks fun, but players want a dedicated space for cards to avoid a messy layout.

So?

The focus group helped me gain several insights to improve my box/board design to make it more appealing, but also more user-friendly that will guide me to a useful iteration..