

A/B test: box design

Why am I doing this?

Based on my competitive analysis I found out that you can divide successful party games into two categories: minimalistic and simple or colourful and playful. I want to find out which style is the most appealing to the target group and find out why they think that. It will help me create a box that resonates with the target group.

“What design style; minimalistic or playful, matches best with the design interests of the target group for a NSFW party game?”

How am I doing this?

I made two mood board of the categories and did an A/B test with 6 people of the target audience and asked them three questions: what do you like about the mood boards, what don't you like and which game would you rather play based on the box design?

Mood board A



Mood board B



What did I find out?

- A fun and playful design is strongly preferred for a NSFW game, since it looks more inviting and fun to play. According to them is what a party game is about.
- A minimalist design might look more mature, but it makes the game too serious or intimidating for a party game.
- Mood board B is more clear on what the game is about. Mood board A feels too formal and restrictive.

So?

I learned that doing an A/B test based on box design is important to do, because my personal preference does not always match with the target group's preference. The A/B test showed me that the target group prefers a fun, animated and colourful design for an 18+ party game, while I thought, before conducting this research, that a dark and minimalistic design communicates the 18+ nature better.