

Rulebook video test

Why did I do it? ?

Through the interview I've found out that the target group doesn't like complex and long rulebooks. I also thought about inclusivity. People with dyslexia have trouble with reading. So that's why I created a video. To make sure the rulebook video is clear, fun and engaging enough I conducted a test.

"To what extent does the rulebook video make the game easier to understand and explain, and is it perceived as fun and engaging by the target audience?"

How did I do it?

To test the video I created questions with ChatGPT that will help me create a video that is fun, engaging and informing. I asked these questions after they've seen the video.

- On a scale of 1–10, how fun or entertaining was the video?
- Did the video make you want to play the game? Why or why not?
- After watching, do you feel like you understand how to play?
- Was anything in the video confusing or unclear?
- What part of the video stood out to you the most (good or bad)?
- Does the tone of the video feel right for a cheeky NSFW party game?
- Did anything feel awkward, off-brand, or too much?
- If you read the rulebook too, did the video match it clearly?
- What would you change to make the video more fun or helpful?

What did I find out?

Based on the feedback I've made some improvements both on engagement and user-friendliness:

- Use less stock footage to make it more personal and realistic.
- Make It a tiny bit shorter, otherwise it gets distracting.
- Start with explaining the game set up. Use chronological order.
- Use less "funny" sentences since it gets distracting.

So?

By conducting this test and considering inclusivity/ethical consideration I've created a video that enhances an environment for a wider audience and more enjoyable experience that is easy to understand for all players.

I've learned the importance of taking inclusivity into account. It gives a wider audience where everyone feels involved, which means also more sales.