Paper prototype: box design

Why am I doing this?

The box and overall design of our game is important, since it's the first thing a potential customer sees. Yagmur and I both designed a box, but in completley different styles, so we are going to find out which one they prefer.

"Which visual style — minimalistic or animated/fun — is more appealing to the target group for an NSFW party game based on first impressions of the box design?"

How am I doing this?

I made a stylescape with a logo and font we both can use. Yagmur decided to go for my logo and font instead of making her own. We then made a paper prototype of our designs and did an A/B test with the target group. We asked them which one they prefer and would rather buy.

What did I find out?

The majority preferred my design since it's more fun and eye-catching. It matches better with the tone of voice of our game. This outcome **confirms** the **A/B test** I did personally with the **mood boards**. So with two research methods I have found out that the target group prefers a fun and playful design over a simple and minimalistic one.

So?

This test helped me confirm my **A/B test: mood boards.** The people we tested our paper prototype with all liked my design because of the fun, animated visuals. Testing our designs in the form of a paper prototype makes the design come more to life, so people get a better better understanding. It helped me confirm my design choices and primary/secondary research. It gave me a better direction for further media outings to make the marketing of our product even better.