

Interactive media products:

Rulebook video

Why?

Besides the physical rulebook I also made a video rulebook. During testing I found out that the target group doesn't like complex and long rulebooks. I video is a good substitute for that, but it's also accessible for dyslexic people who have trouble with reading. The video is also helpful for people who don't want to explain the game to others. They can just show the video instead.

How?

Since it's a party game, the video should be fun and engaging, but also informing. To test that I created questions with ChatGPT that will help me create a video that is fun, engaging and informing:

- 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?

The video was entertaining according to the target group but I've made some changes based on their input:

- I used less stock footage and added my own designs and footages instead to make it more realistic.
- It's not in chronological order since it wasn't starting with the game set up. I changed the order and started with the game set up to prevent confusion.
- I made the video a bit shorter, since it can get distracting.
- I used less "funny" sentences since it distracts the target group from the actual explanation of the game.

Besides that the target group thinks it has clear instructions with fun and engaging editing.

So?

The test has helped me to apply human centered design principles and design techniques in a way I've never done so far. I've never made a video before and the insights I've got from the test has helped me make the video look more professional and engaging to improve the user experience.

Without testing I would have gone for my own personal opinion and since I've had no experience in film making/editing it would not have been as effective or engaging enough without the feedback.

Link to the video:

<https://youtu.be/EKuMld3NYf4>