

Creative iterations: Box and Board

My goal for the box and board design was to create a NSFW party game that looks fun, cheeky and attention grabbing.

V1:



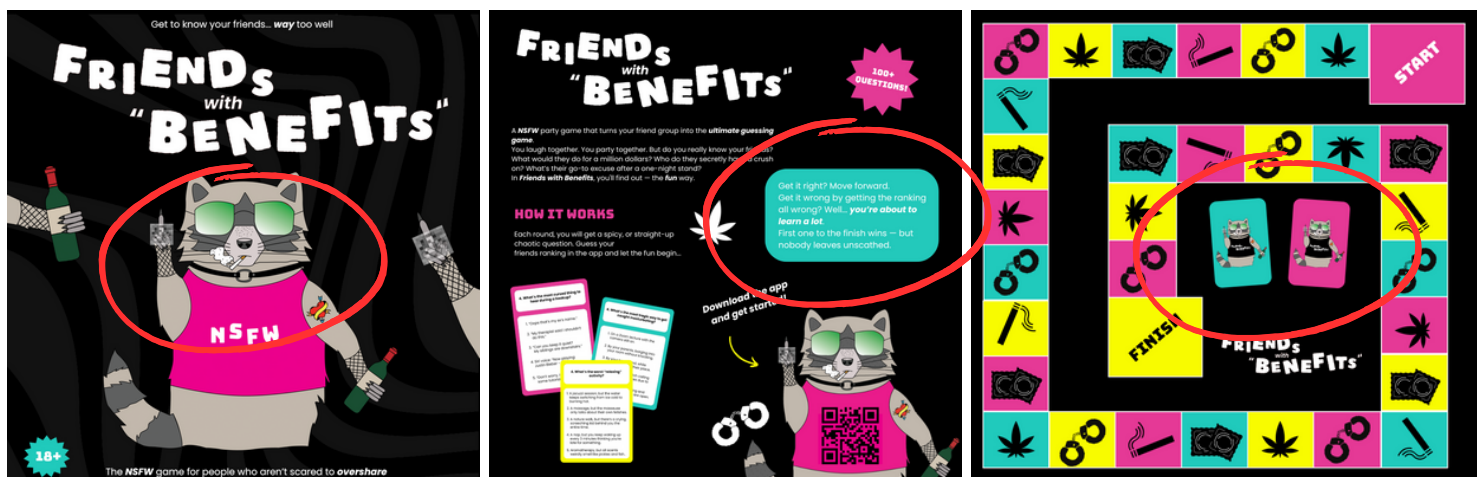
How:

Through my competitive analysis and A/B test I found out that the target group prefers a fun, colourful and animated design. So I made my own Raccoon in Illustrator and made sure to use bright colours and NSFW elements to communicate the game's content.

I did a focus group to test V1:

- **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

V2:



Why:

I want to design a game for players that looks fun to play, so I decided to listen to their feedback to make the game look more fun and clear:

- I improved the front cover by adding more NSFW elements, giving the raccoon BDSM accessories .
- Rewrote the instructions on the back to make it more user-friendly.
- Changed the board layout make space for the cards to enhance user experience.

V3:



Validate:

After showing V2 to the same group I tested with and during the showcase event I got valuable feedback.

Target group feedback:

- I need to add more NSFW stickers to the box to fill up the empty spaces.
- Add a phone mock up to the back of the box, since it's mentioned but not shown.
- The "start" and "finish" to something fun that fits the tone of voice of the game.

Showcase feedback:

- The board doesn't have added value to the game besides tracking the score. Add punishments or power ups to make it more engaging.

I implemented all suggestions since it improves overall user experience and better design.