Competitive analysis: box design

Why am I doing this?

I did research on similar party games like Friends with "benefits" to learn from their design choices and discover design elements that will lead me to a successful box design that fits the genre and stand out

"What design elements do popular party games with the same concept as Friends with 'benefits' use on their box/card design, and how I can use or differentiate from them for my own boardgame? "

How am I doing this?

I analysed several popular party games based on their design, tone of voice and overall visual identity. I used three sub-questions to help me answer the main research question and find out what I can learn from them.

What did I find out?

- Minimalistic and bold designs: like Bad people and Cards against Humanity. They use black and white colours that look edgy, but risk of not standing out and communicate the game's fun and social aspect not properly.
- Fun and playful designs: like Disturbed friends and Exploding kittens. They use fun, quirky illustrations and bold contrasts. It makes the game more unique and communicate the fun aspect of the game way better, since they look more fun and light-hearted.
- Tone of voice is important: Shit happens uses a fun and snarky tone of voice that makes the game unique and stand out.

So?

The competitive analysis learned me to understand what design elements make a party game successful and what I can do to make my design successful. Because of this I found out that you can divide successful party games into two categories: minimalistic and serious or fun and colourful. Because of this I will test with the target group which design they prefer for a party game. I will also keep the tone of voice in mind that I will later use in my rulebook to make it fun and engaging.