

THE GAME BOX

Design process

EMPATHY PROBE

During this phase, my team met with the client and gathered information for what they wanted with a few non-negotiables and what we could explore.

(nonegotiables)

1. Color scheme on game pieces.
2. An action shot on the box.
3. Age from 5-105 on the front of the box.



PRIMARY RESEARCH

Camparing game boxes and color schemes: Front





I started by examining both card game boxes and looking at their overall appearance, colors, and artwork. I then compared their size, shape, materials, and layout to see how each box was designed. I also looked at how the titles, logos, and other details were presented. Finally, I evaluated which box had the more attractive design and was more effective at catching the customer's attention.

PRIMARY RESEARCH (CON'T)

Comparing Boxes and color schemes : Back





I started by examining the back of both card game boxes and comparing their overall layout and design. I looked at the colors, text, images, and instructions used to present the game. I also compared how clearly each box explained the game mechanics and included important information. Finally, I evaluated which design was more organized, informative, and visually appealing.

FIELD TEST



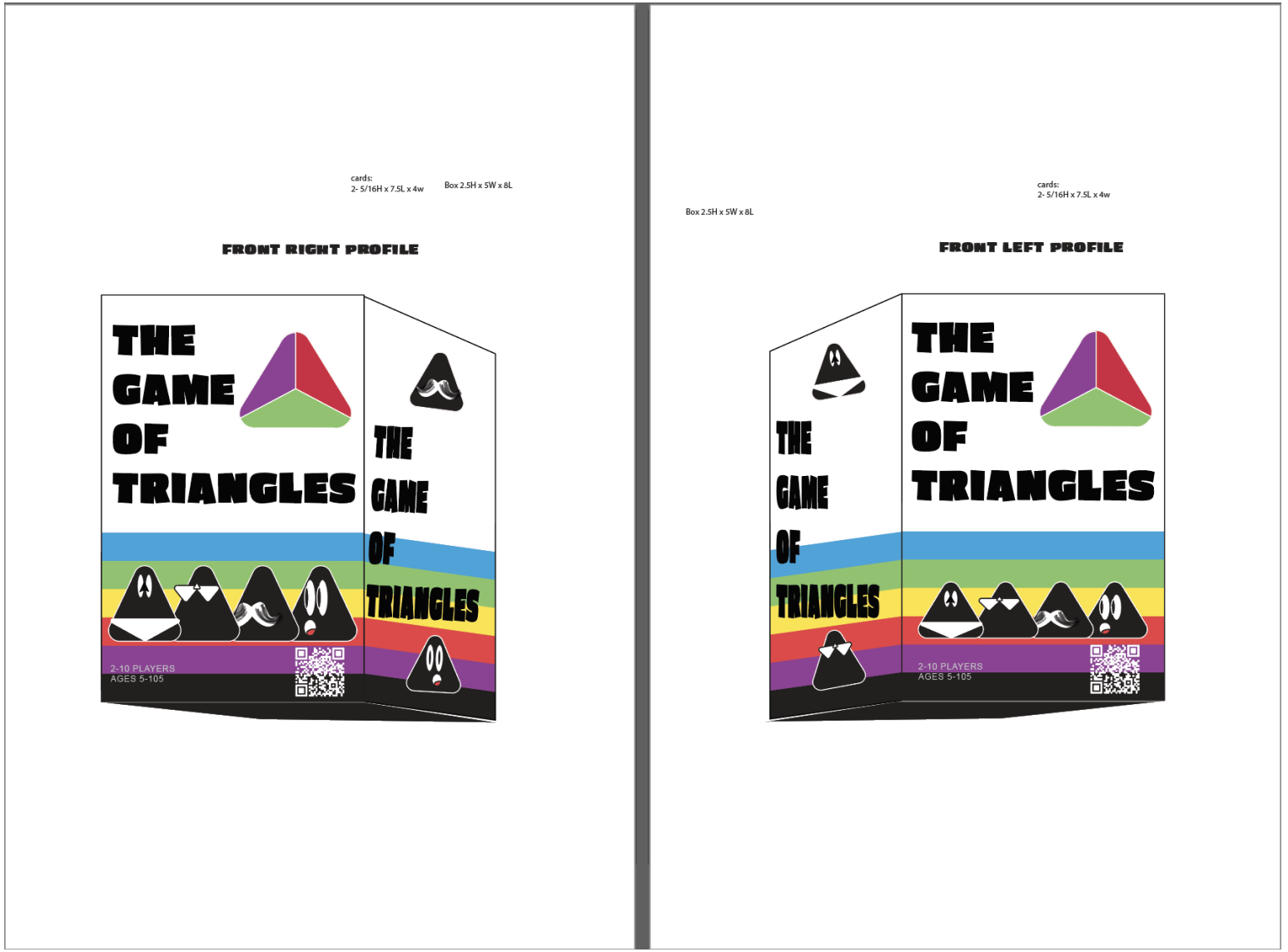
During testing, a few questions needed to be answered.

For example:

- What game box did you notice first and why?
- Which game are you drawn to the least?
- Does the box help you understand the game?
- How does the box you noticed first, resonate with you? and why?

DESIGN I

After much field testing. This was the first concept for the box design.



PEER REVIEWS

After peer reviews and much consideration and constructive criticism, many changes were needed before the final product was to be presensted to the client.



BACK TO THE DRAWING BOARD

Things that changed:

1. The color of the box.

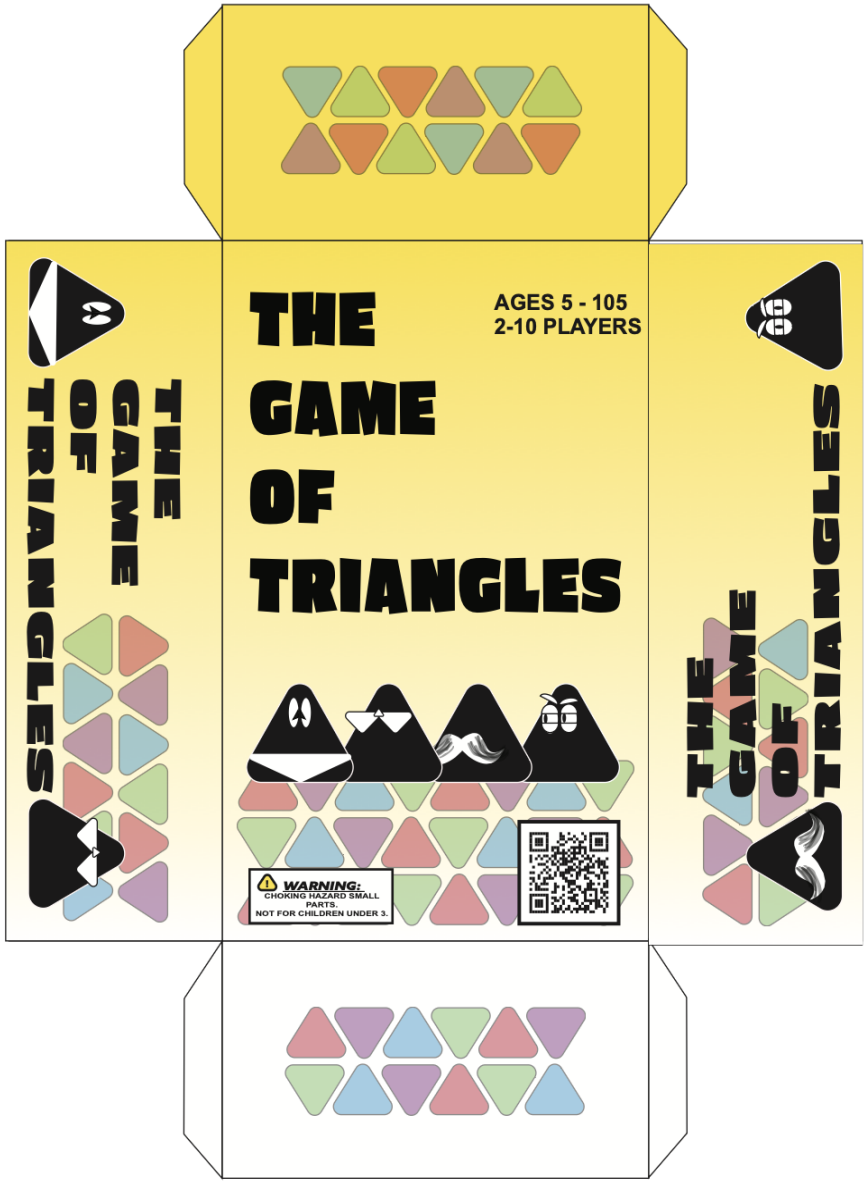
2. Patterns and designs on the boxes.

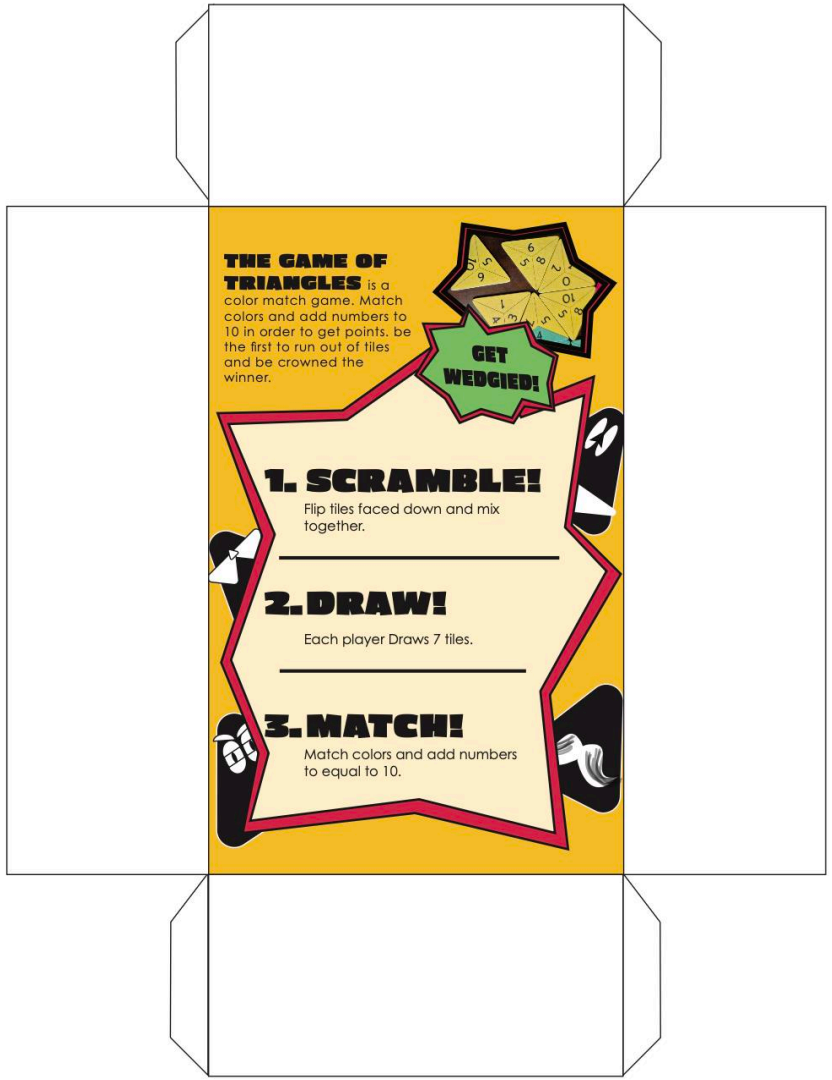
3. Characters and title position.

4. Back of the box game play.

5. color scheme.

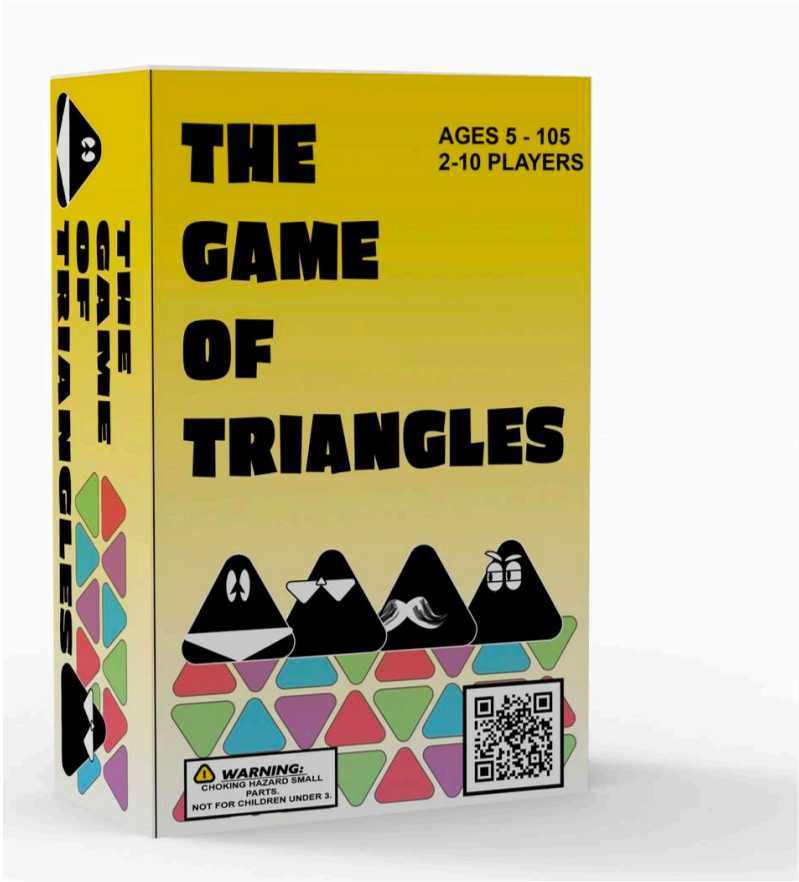
6. action shot was added





FINAL BOX DESIGN

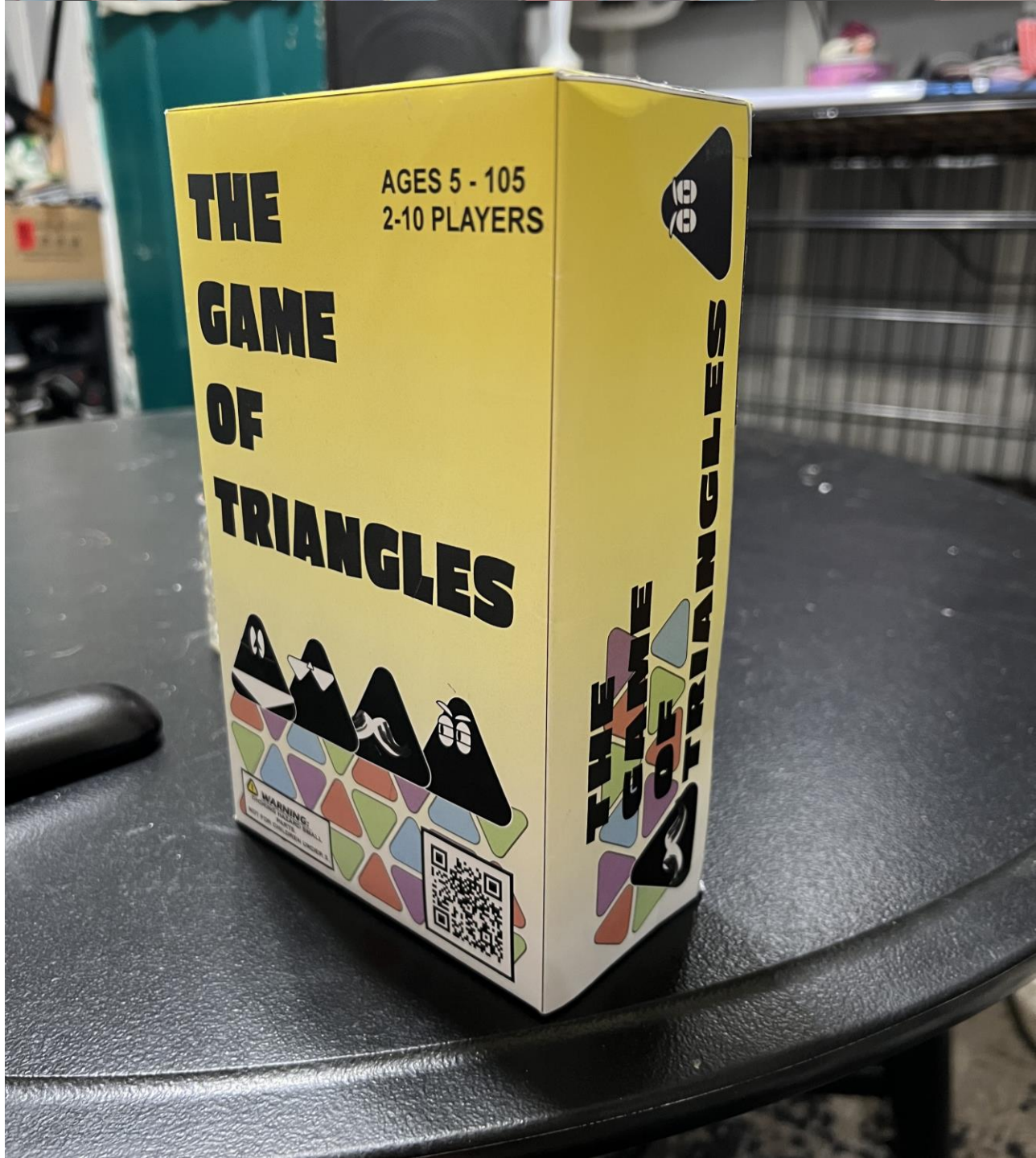
The final box design was developed through the Human Centered Design process of inspiration ideation and implementation.





CLIENTS THOUGHTS

After changes and revisions, the final product was presented to the client and met with a positive review. They loved the color scheme, the action shot on the back, and full layout of the final product.



FINAL PRODUCT

