

# Product Analysis 2



## Scrabble

		Comments
Aesthetics	1	A theme of a somewhat bland, slightly classic nature, with a main colour of green. The design is not at all catchy and there are hardly any graphics that don't serve a purpose in the game - evidently aimed at quieter audiences, adults and older people.
Cost	3	All materials seem pretty good quality - not flimsy or wonky or anything, but the small board and graphics will reduce the price of this classic. The game hardly tries to look appealing and won't take much money to make, so £70 for a well made if boring looking game seems fair.
Customer	0	The game is stated as '10yr+' but the sedate design makes it very unexciting. It has no fun aspects, plain and serviceable, and does seem aimed at older people (if the tiny fonts didn't cause them problems).
Environment	2	CE and lion standards yet again not recycled. The product is not a party game so suited for table play (with embossed grid).
Size	2	The product is well sized but could be a slightly larger board for its older players - there is a bit of excessive packaging, but it isn't too bad.
Safety	3	It is solid, with chunky rounded play pieces (still a choking hazard for under 3, but they can't be said to be target market) and otherwise non-toxic.
Function	3	Very serviceable, quality, with an embossed board to help with tile location, it serves its function well.
Materials	3	Good quality sustainable materials are used, with extra touches (cotton bag, embossing) so probably the best for the purpose. Plastic cotton and card - all well made. Safe + serviceable.
Improvements?	1	With a bit of work on design it would appeal to many more people, and if quality, expendable features like embossing were used, it could be a good cost and quality game.

Total

18

A quality traditional game although it has limited appeal to young or new users. There are some nice features though.



## Pictionary

		Comments
	3	The <sup>box</sup> is quite understated, but the board and pieces are very bright, rounded and graphic - adding to the fun, wild idea of the game. The round shapes make it modern and exciting looking and the crazy designs are creative and inspiring.
	1	It is fairly good quality though has no special extras. It doesn't look too expensive to make, so £30 seems a bit costly since materials and design are just average.
	3	Aged at 12yrs plus it is good graphically because bright yet simple designs make it look both fun and mature. The market doesn't have any notable special needs, so it's all in all good!
	2	CE lion and @ make it safe, approved and recyclable too! It is spinner in packaging too, so it's pretty environment friendly!
	3	Well sized. The board could be slightly smaller because it serves only as a place holder, but everything else is readable and not stated as a choking hazard, who being oversized.
	3	Nothing obviously dangerous. Market of 12+ eliminates choking risk on large dice. Everything is nice and blunt. Seems as safe as it can be.
	3	It works well, the board is well sized, the cards are good, it's all good!
	3	Pretty decent quality materials, although no special features. They all work well - card and solid plastic - and look nice :)
	3	Not really. It could be a bit cheaper considering it's not that complicated, but otherwise it's safe, working, and pretty too!

24

This game has good graphics, nice design, recyclable and appealing to all ages. Only disadvantage is its price.

KEY: 3= Excellent 2= Good  
1= Average 0= Poor.