

Product Evaluation



Function

The game had three main purposes, one was to promote the signed bands, the 2nd was to be fun and enjoyable and the 3rd was to teach players about band life and touring. My game doesn't directly feature the signed bands, yet by promoting the label it will still bring quite a bit of attention to the involved bands. For the 2nd target I've tried to make my game lighthearted and enjoyable and I think I have succeeded. I have also met the 3rd target through the use of action cards, while still keeping the game fun.

The game's artwork is themed successfully around the bands image (i.e the band cards) and is as graphic as possible without detracting from play quality (i.e the guitar board). It also has an amusing game plot, is moderately portable yet doesn't feature quite as many play pieces as would be ideal. Also, the vac form in the box base is slightly too small, but it isn't enough of a difference to cause any major problems in play or storage.

Economics

The cost of production I was aiming for was around £15 which, if I were to sell the game at an average price of £30 would provide 50% profit and I think considering the materials used the cost would have come to about that price, not including labour costs. Yet in mass production labour would be swifter than I was able to achieve and buying wholesale materials would also greatly reduce cost so I can easily hit the 50% profit target without making my game too expensive.

Physical

Taking into consideration the intended target users of teenagers, I think the play pieces are well sized, despite enlarging them from the measurement stated on the specification for ease of grip. The play track meanwhile is slightly small, and could be quite hard to see from a distance and the board may be too small for a large group, although is probably suitable for a group of 4 playing round a table. All the safety considerations have also been met, although the product did not use recycled material.



Aesthetic

My product has met the specifications which state it has to be dark themed, with a rugged edgy look and strong decorative visual impact. While the band member cards do not directly represent the signed bands, I have used client research to give a flavour of the type of bands featured on the label. The general image of the game should fit well with its target audience, being very dark and striking in appearance although some features (such as fonts) can be hard to see due to this.

Intended User

I asked a few of my intended user group to give me their opinion of my game and found they noticed some similar problems as those mentioned (the board + track were too small) yet besides this it was popular within my target audience as they found it entertaining and liked the chosen graphics.

Changes

If I were to make my product again, I would make a few changes to the design, the main one being enlarging the board surface, perhaps folding it into thirds or quarters so as not to be forced to make the box bigger and waste material. Also I would provide a clearer

font for the smaller lettering, and would offer the option of more players since my game is aimed at a party or youth club environment. It would also be a good idea to base the band cards on actual bands, so I would research these bands more and perhaps mention them in the game to give them the publicity mentioned in the brief. I would also add a few enhancements that would, in my opinion, make play easier - such as grooves in the sides of the box lids for swift removal, and the same thing for the rules column. If I had the resources I would also create a larger vac form so it fitted the rules also, and snugly inside the box base, and deepen one of the card pockets so they fitted neatly.

Summary

Despite my product having its short comings, I am pleased with it and think I have successfully met the most important targets mentioned. Its main fault is board size, yet this isn't even enough to disable the game and the board is still easy to use so I am pleased I have met the specifications well.

