Product Evaluation

The cost of production was crucial for us. Around $25, if I were to sell the game at an average price of $10, it would provide 50% profit. In terms of the materials used, the cost would have to appeal that price not including labour costs. Yet, in mass production labour would be cheaper but I was able to achieve and buy them wholesale materials would also greatly reduce the cost so I can basically hit the 50% profit margin without making my game too expensive.

Aesthetic

My product has met the specifications which gives it to be done, unlined, with clear edgy, clear and sharp decorative visual impact. While the band members cords do not represent the signed bonds, I have used dual register to give a flavour of the type of bonds featured on the labels. The general concept of the game should fit well with its target audience. Being very small and simple offers an approach to additional some features such as foam can be used to trace due to this.

Intended users

I asked a few of the band members to give me their opinion of the game and whether they noticed some similar products as those mentioned. The band think we're too small yet others think its very popular within our 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 clever

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