



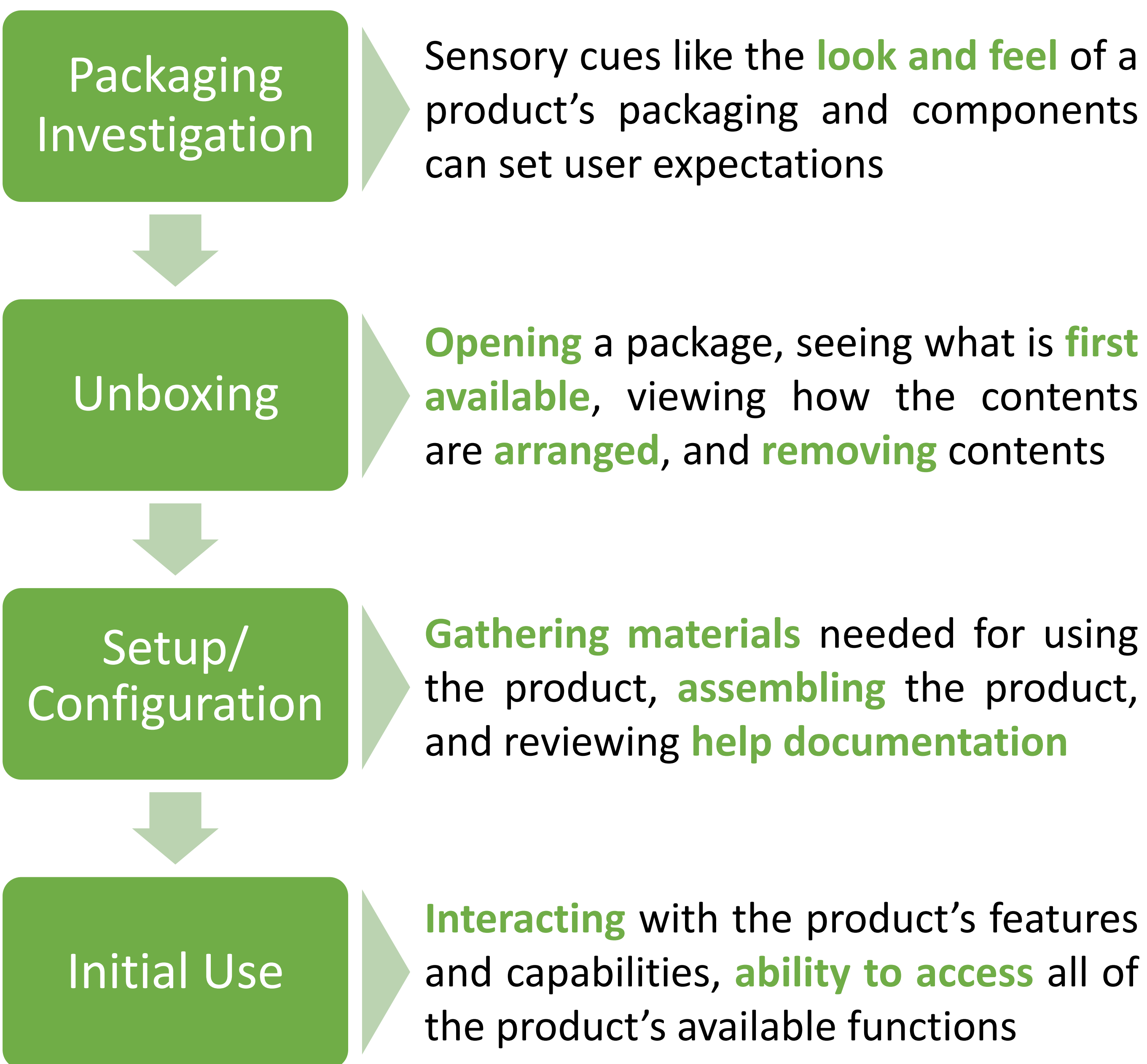
# Thinking “Out-of-the-Box” with Board Games

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## What is OOBE?

One method that explores the initial impressions made during a user’s first interaction with a product has been termed the “out-of-box experience”, or OOBE (Gilbert, Sangwan, & Ian, 2005).

The OOBE technique typically measures first impressions of the following processes:



## Importance of OOBE

↑ **fewer product returns and calls to customer help lines, increase in positive interactions with product**

**871%** ↑ **growth rate of YouTube’s unboxing genre since 2010**      ↑ **product usage & brand loyalty**

↑ **increased sales and popularity**      **users are less sensitive to prices & competitive products**

## Method

### Participants



4 males, 2 females; Ages: 19 – 22  
3 casual, 3 experienced players  
(based on frequency of board game play, types of games played, and self-reported experience level)

### Measures

- Net Promoter Score (NPS)
- Points of Delight
- Points of Frustration
- Confidence
- Difficulty
- Adjectives (MPRC)

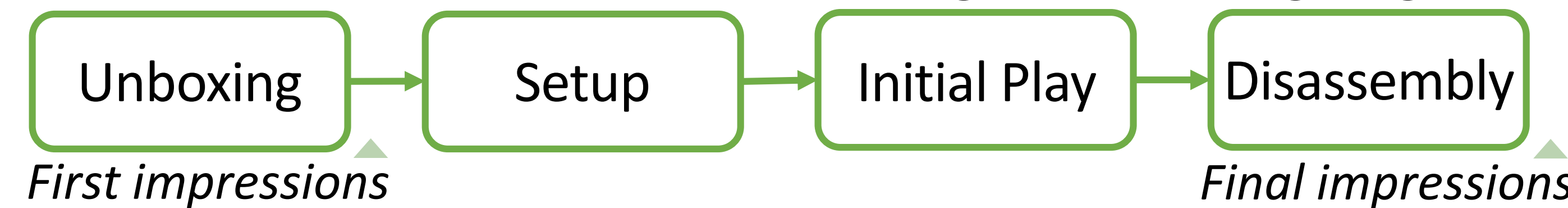
### Materials



▲ Published by Blue Orange Games, *Photosynthesis* is a strategy board game that allows 2-4 players to play as different species of trees that plant seeds and grow trees to compete for the sun’s energy.

### Procedure

The above measures were taken during the following stages:



## Results

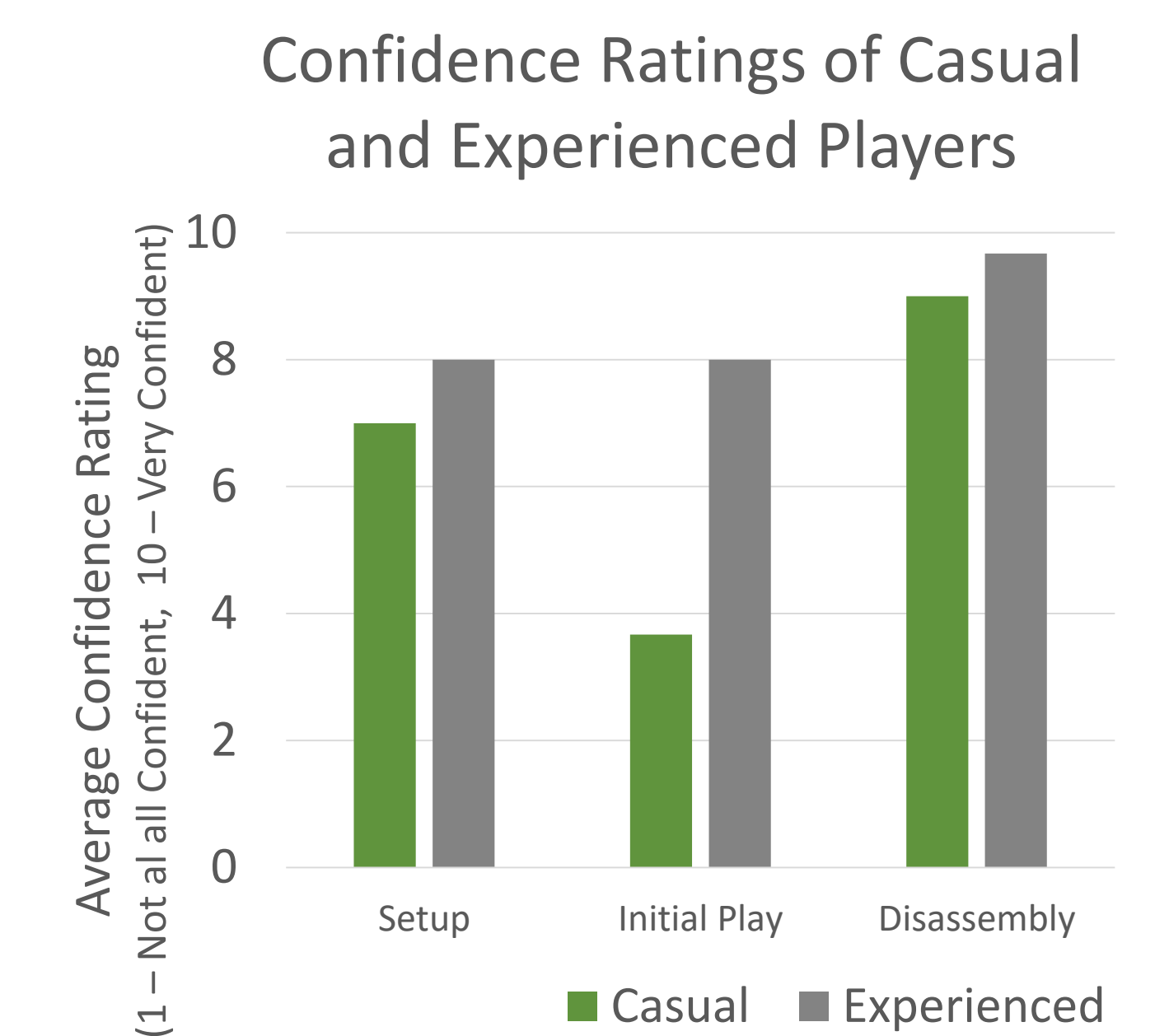
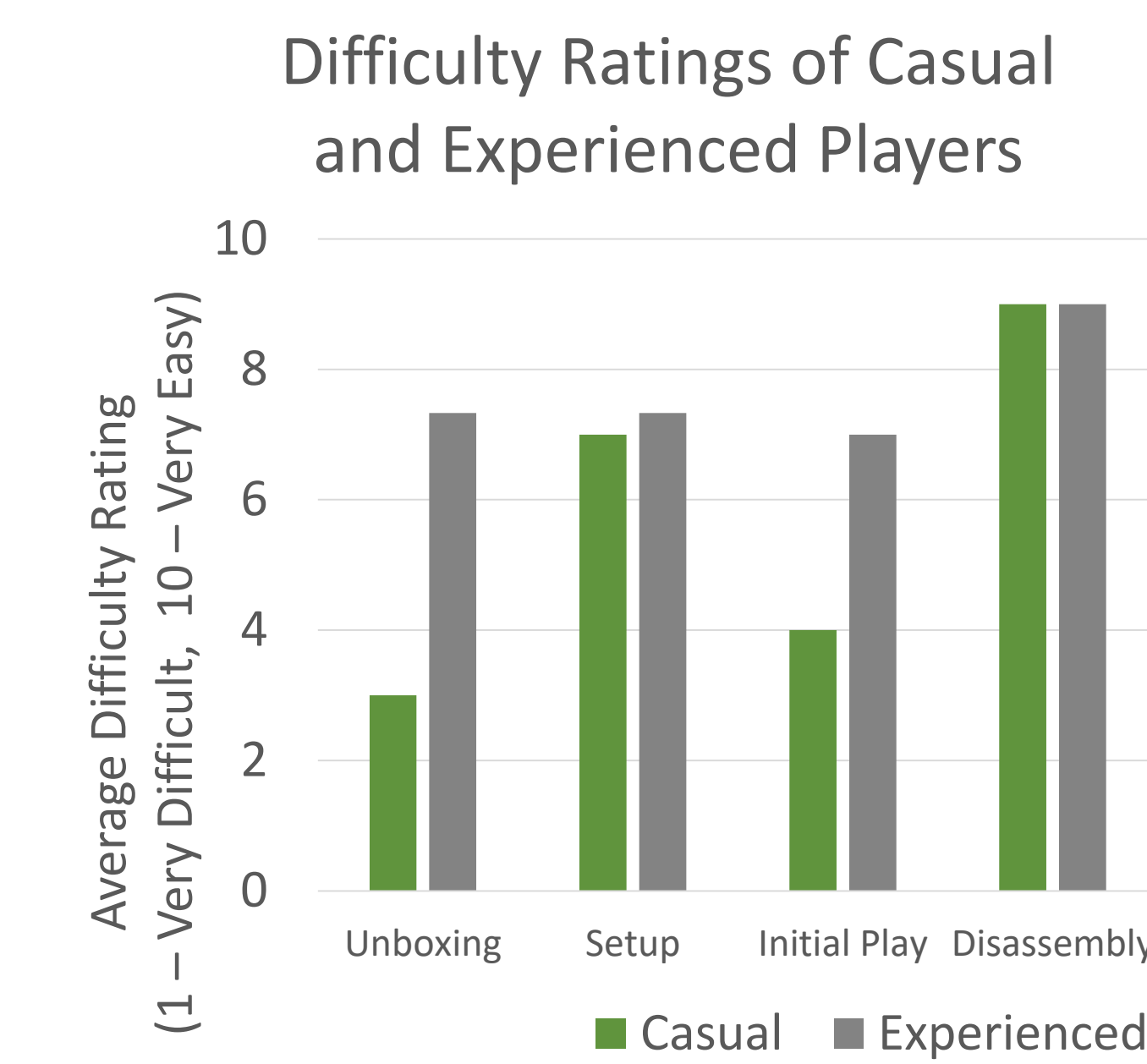


▲ **First impressions**

▲ **Final impressions**

## Results cont.

OOBE Stage	Points of Delight/Frustration
Unboxing	<ul style="list-style-type: none"> <li>• Attractive art style</li> <li>• Confusion about storage wells</li> <li>• Confusion about initial French instructions</li> </ul>
Setup	<ul style="list-style-type: none"> <li>• Tedious, time-consuming assembly</li> <li>• Confusing piece-placement instructions</li> </ul>
Initial Play	<ul style="list-style-type: none"> <li>• Helpful diagram in instruction booklet</li> <li>• Lack of clarity for game rules</li> <li>• External sources used to supplement rules</li> </ul>
Disassembly	<ul style="list-style-type: none"> <li>• Assumed easier setup for future use</li> <li>• Confusion about how to organize pieces</li> </ul>



## Conclusions

- The OOBE technique can be used with board games to explore a game’s quality, clarity of rules and instructions, perceived complexity, ease of use, and overall impressions
- Experienced board game players find unboxing and playing games for the first time easier than casual players
- Casual players are less confident in their ability to grasp the mechanics of a new game during initial play

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