

## Wordomino

A word game for improving children's language skills

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This report was commissioned to examine games that won Spiel des Jahres awards from 2016 to 2020 and redesign the client's existing word game.

The research draws attention to the game mechanics applied to the popular board games were solitaire games, hand management, variable player powers, set collection, dice rolling, tile placement, hexagon grid, cooperative game, and worker placement. Besides, the major criteria of Spiel des Jahres awards were found by watching unbox and testing videos. Design functionality, rule structure: comprehensibility, game concept: originality, game concept: playability, and rule structure: composition appear to be major factors to get the award. Further questionnaire investigations reveal that people chose the word game Codenames and Just one occupied over 50% of questionnaire results. To be highlighted, both of them got Spiel des Jahres awards. Only 17 (26.98%) out of 63 chose the competitor products Scrabble and Bananagrams, which are 6 and 11, respectively. Moreover, 4 of these 17 participants work related education and training. Besides, most of the participants agree that one of the attractions of word games is an educational tool. Furthermore, 17 participants either play word games since childhood or they play word games with children.

The report evaluates that add a theme and goal would be an ideal solution to solve the problems presented by the third questionnaire results. To emphasize the team-based game, the word game was upgraded by applying modular design and double faces design methods.

It is recommended:

- that design the word game as an educational tool might attract people to buy the product;
- that have goal or theme might increase purchase willingness;
- that apply laser-cut manufacturing method could increase the product quality but might decrease the sales volume.