

EPIKO: A LOGIC AND DEDUCTION BOARD GAME BASED ON PHILIPPINES MYTHOLOGICAL CREATURES

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INTRODUCTION

With thousands of brand-new board games being released each year, board gaming is currently experiencing a rebirth. Since the four-hour slugfests of Monopoly and Risk that many people played as children, board games have advanced significantly. Modern board games provide far more fascinating decision-making, dynamic gameplay, and enjoyable social engagement.

Party games, cooperative games, word games, dexterity games, strategy games, real-time games, and many more types of games are all included in the latest releases. Board games provide us the chance to interact and form bonds with friends away from our laptops and phones, which consume so much of our time these days.

Numerous board game cafés have popped up all across Metro Manila, which

is not surprising. Manileños have played many rounds of classic games during this Pandemic.

Fantasy-related themes and narratives are very common in the realm of board games. The representation of witches, orcs, elves, and even krakens is fairly strong. Would it make a difference if there's a board game where it takes place in the land of Philippines, where they can then select one of the following characters such as Tiktik, Kapre, Manananggal, Tiyanak, Tikbalang, and Duwende.

Philippine mythology brims with vibrant characters that boast their unique personalities. Though packed with such enchanting figures significant to local culture passed through generations as folktales from different regions; modern-day gaming scenes hardly give them visibility resulting in promotion limitations on one side while absences on another resultantly

dismantling our rich ancestry retention through time losing critical values important for our identity as Filipinos.

This inspires the researchers to address this gap by exploring the development, impact, and potential educational value of EPIKO as a logic and deduction board game centered on Philippine mythological creatures. By leveraging the captivating narratives and distinct qualities of these creatures, EPIKO aims to provide players with an immersive experience.

STATEMENT OF THE PROBLEM

This research aims to distinguish what the customers think about the product, depending on their acceptability and satisfaction, and find an effective strategy to grow the market of EPIKO: A logic and Deduction Board Game based on Philippine Mythological Creatures. This study specifically seeks to find the answer to the following characteristic of the product and what is the assessment level of the respondents namely students, and board game enthusiasts in the following:

1. Portability
2. Aesthetic
3. Durability

OBJECTIVES OF THE STUDY

General Objectives

- To make a board game with Philippine mythology as the basis.
- To design a new board game can help you meet new people, develop existing relationships, and bring people together.

Specific Objective

- To develop a captivating game board that authentically represents the rich mythology and folklore of the Philippines.
- To design and balance the gameplay mechanics to emphasize logic and deduction, requiring players to analyse clues.
- To create a board game that would rival other well-known board games.
- To identify areas for product enhancement and improvement based on user feedback.
- To develop effective marketing strategies to promote the EPIKO Board Game to the target customer segments.

Marketing Objective

In this chapter, the researchers will examine the

objectives and strategies set by the company for its marketing efforts. They will guide the company's advertising strategy as well as its campaign to raise brand awareness.

1. Create and enhance brand recognition, particularly for the product.
2. Attract customers and boost sales.

Marketing Strategy

1. Define the Target Audience:

Identify the specific target audience for EPIKO, such as board game enthusiasts, students, and casual players.

2. Online Presence and Social Media Marketing:

Leverage social media platforms such as Facebook, TikTok, and Twitter to share engaging content, teasers, and updates about EPIKO.

3. Collaborate with Local Stores and Retailers:

Approach local board game stores, specialty shops, and online retailers to stock and promote EPIKO. Provide in-store demonstrations and training sessions to educate store staff about the game's unique selling points, enabling them to effectively promote and recommend EPIKO to customers.

4. Online Advertisements:

Run targeted ads on social media platforms, gaming forums, and relevant websites to increase visibility and drive traffic to the official website and online retailers.

Products	Description	Cost	Total
Acrylic board	Transparent plastic material with outstanding strength, stiffness, and optical clarity.	1200mm x 800mm cost 1250.00 pesos (3 pieces)	PHP 3750.00
Cyno Industrial Cyanoacrylate	A strong fast-acting adhesive for industrial, medical, and household uses.	1-piece cost 180.00 pesos (3 pcs)	PHP 540.00
Spray paint	Paint that is contained in an aerosol can to spray onto a surface.	125 pesos per piece (12 pcs)	PHP 1500.00
Stickers	Printing the visuals used in the board game	A3 sized Sticker and Reverse printing cost 200 pesos (9 pcs) A3-sized Vinyl sticker and printing cost 80 pesos (3 pcs)	PHP 2040.00
Imari-coated glossy paper	A lightweight, glossy paper that is designed to enhance the visual appeal of printed materials.	8.5x11 glossy paper (1 pack/25 pcs)	PHP 47.00
			PHP 7877.00

Table 1: Product Cost Development

SUMMARY OF FINDINGS

Recognizing the immense potential of Philippine mythology in generating captivating board games, the researchers embarked on creating EPIKO- a Logic and Deduction Board Game based on Philippine Mythological Creatures. With rich folklore and a treasure trove of mythical creatures to draw from, the Philippines' unique stories and legends deserve to be enjoyed interactively. The researchers wanted to create a game that not only entertained players but also educated them about the diverse cultural heritage of the Philippines. By immersing players in the world of

Philippine mythology, EPIKO provides an opportunity to learn about and appreciate the rich tapestry of legends and creatures that have been passed down through generations.

INDICATORS	STUDENTS		CASUAL PLAYER		ENTHUSIAS T		COMPOSIT E MEAN		RAN K
	WM	VI	WM	VI	WM	VI	WM	VI	
PORTABILIT Y	4.37	HA	4.4	HA	4.3	HA	4.36	HA	2
AESTHETIC S	4.87	HA	4.50	HA	4.47	HA	4.61	HA	1
DURABILITY	4.7	HA	4.13	SA	4.17	SA	4.33	HA	3
OVERALL COMPOSITE MEAN	4.65	HA	4.34	HA	4.31	HA	4.43	HA	

Table 2: Overall Assessment of the Three Groups Respondents

Table 2 shows the result of the overall assessment of the three groups of respondents, namely: Students, Casual Players, and Board Game. The overall composite mean has a numerical value of 4.43 interpreted as "Highly Acceptable ". Rank 1 is "AESTHETICS "with a composite mean of 4.61 and interpreted as "HIGHLY ACCEPTABLE" Rank 2 is "PORTABILITY "with a composite mean of 3.86 and interpreted as "SLIGHTLY ACCEPTABLE" Rank 3 is "DURABILITY "with a composite mean of 4.33 and interpreted as "HIGHLY ACCEPTABLE".

The data shows that The EPIKO BOARD GAME in terms of its aesthetics, portability, and durability was evaluated as HIGHLY ACCEPTABLE product by a group of

Students, Casual Players, and Board Game enthusiasts.

Summary

Theme Reception: The players showed a great liking for the inclusion of creatures from Philippine mythology in the game. The concept was well- received by board game fans, as well as casual players and learners alike.

Gameplay Mechanics: The game mechanics proved to be a formidable challenge, demanding analytical skills and logical deduction to uncover the secret code associated with mythical creatures. Players appreciated the combination of deduction and logic required to solve the hidden combination associated with the mythical creatures.

Component Interaction: The components of EPIKO were evaluated for their durability and ease of use. Overall, the components were found to fit together seamlessly, allowing for smooth movement, insertion, and detachment. This aspect contributed to a positive user experience.

CONCLUSIONS

The playtesters got excited about EPIKO, showing that it has great potential for success when it hits the market. Its appeal comes from

the fun gameplay, cultural ties, and opportunities for growth and enhancement.

RECOMMENDATIONS

Valuable feedback from players led to the identification of potential enhancements. Suggestions included introducing varied difficulty levels and incorporating more thematic elements into the gameplay to further immerse players in the Philippine Mythological Creatures universe.