* Play around with the rules. For instance, rather than always moving a set number of spaces in a path game, provide the player with incentives or special tokens to move in different directions for a set time period.
* Add game spaces that take you to other spaces or would triple your next roll.
* Have a different end goal instead of merely landing on the "finish" space -- land on the water fountain 10 times, collect all the gold pieces, etc.
* Use a die or make cards that show which color to move to (like in Candy Land).
* If your board game design involves straight boxes, use a ruler when laying it out on the board in order to make it look nice and neat.
* Get the opinions and ideas of others before you finalize your game. Ask your friends, family, and think to yourself, "Is this what I want?" Remember, your friends and family will be playing with the game as well, so you want it to be appealing to them as much as possible.
* If you make a rule booklet, make it is neat and easy for others to read.
* You can consider designing basic and advanced rules to appeal to those who prefer a simpler or more comprehensive game play. If implemented correctly, the basic rules can help introduce a player to the game making it simpler to adapt more advanced rules later on. Adding optional rules may appeal to a player's creativity. A game with official rules while encouraging custom rules will appeal to players’ freedom.
* Don't make a game that has an unclear theme, as it might confuse your players as well.
* Don't forget about the cover! Make it look creative and full of color depending on the theme.
* You can use illustration board (commonly used by illustrator for drawing)
* Make sure that your game rules are fair. The point of the game is to create an enjoyable, fun and positive experience – and not spark any misunderstanding among the players. If you do spark any misunderstandings it will probably lead to a very big argument.
* Don't make the rules too complicated. Keep them short and simple. Anything too complicated will make the players lose interest quickly and can also make it hard for you to make.