



# Expert Analysis Services

LEVEL UP YOUR PLAYTESTS

# Level up your Playtests

Let our game user research experts analyze for you.



Have our team of experts work with you to design the perfect test to fit your needs.



Receive a multi-page executive report detailing your playtest results, and follow up recommendations for improvements.



Receive all of the videos for your playtest fully annotated and summarized.



Have a follow-up one-on-one debrief to discuss the findings with the team of experts and have all of your follow up questions answered.

## THREE SIMPLE REASONS OUR SERVICE IS BENEFICIAL:



### Experience

Our team includes some of the worlds leading game user research experts who have thousands of hours of experience analyzing games.



### Save Time

Some playtests could take over 100 working hours to fully analyze. Let our team do the work for you.



### Actionable Insights

Receive strategies and actionable solutions to get your game to reach the goals you set out for it.

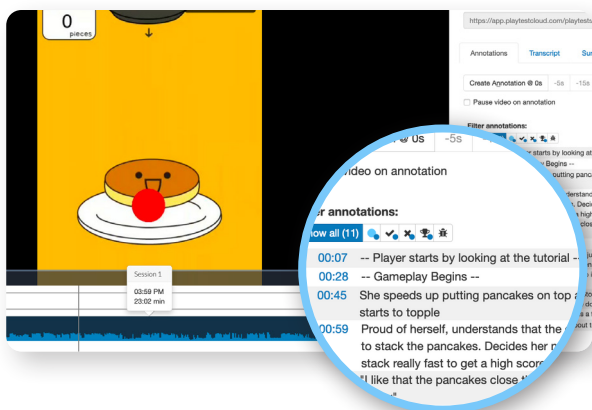
# The Annotation Service

Let our games user research experts annotate and summarize your playtest for you.

Make data gathering and reporting a breeze. Let us know that you would like to use the annotation service during your playtest order, and our expert team will be ready to analyze, annotate and summarize your playtest right after it finishes. Available for any playtest type. Fast turnaround time.

## THIS SERVICE INCLUDES:

- Expert analysis **annotations** added to all videos
- A key point **summary** including key findings and insights for every video
- An overall **summary** of the key findings across the entire playtest



✓ Proud of herself, understands that the goal of the game is to stack the pancakes. Decides her new tactic will be to stack really fast to get a high score.

✗ Clicked „No“ on the App Store review dialog and says she clicked „No“ because she doesn't know what it does.

# The FTUE For Enduring Play Package

Let our games user research experts help you improve your FTUE and run the playtest for you.

Allow our experts will work with you on the playtest design from day one. Once the playtest has completed, our team will create a full report and present it to you with recommendations and followup actions to improve your FTUE and day one retention.

## THIS SERVICE INCLUDES:

- A **video call** to determine the playtest design that allows us to gather the insights you are looking for
- A full **multipage report** detailing your playtest results and followup actionable solutions
- Expert analysis **annotations** and **summaries** added to all videos
- A key point **summary** including key findings and insights
- A **video call** with the researchers to ask follow up questions and receive clarifications

# The Churn Reduction Package

Have a high churn rate? Let our games user research experts diagnose the problem for you.

Allow our researchers to work with you to develop a playtest that will diagnose the leading causes of churn. Once the test is complete our team will create an executive report and present it to you with explanations and recommendations to increase player engagement and reduce churn.

## THIS SERVICE INCLUDES:

- A **video call** to determine the playtest design that allows us to gather the insights you are looking for
- A full **multipage report** detailing your playtest results and followup actionable solutions
- Expert analysis **annotations** and **summaries** added to all videos
- A key point **summary** including key findings and insights
- A **video call** with the researchers to ask follow up questions and receive clarifications

# Interested?

Contact us to learn more.  
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