Abstract:  
This paper looks at how frequent playtesting during agile research development helps create a more enjoyable product for the end user, it does this by looking at different research documents centred around agile testing processes. There is a focus on how enjoyment can only be measured correctly with interaction between the target audience and the game. Going on to summarise that early playtesting using agile is possible for all sizes of projects and saves time by highlighting potential changes early in the development cycle. Because these changes are driven by the target audience the finished product is more enjoyable for the user.  
  
Intro:  
Playtesting is a process of all game development, however there are multiple ways to go about it. This paper will be advocating for frequent, iterative playtesting throughout the development cycle using target audience playtesters and the agile philosophy. With an outcome of increased enjoyment for the end user and time saved in product changes and bug fixing in late stage development. The difference between target audience and professional playtesting will be looked at and how to have these combined saving additional time. Along with showing the viability for this process to be used in any size project, altogether showing the best way to move forward with playtesting in the game development industry.