The design process of [Life of Catan]

In designing *The Life of Catan* we [generic list {market research, AB testing, Subjective testing}]

… => thesis: These things changed the way we would’ve designed the game [because its true and its what he wants to hear.]

Market research: Market research allowed us to come up with a persona which we believe exemplified a marketable audience. Ending statement: this persona provided some clarity and ultimately honed several design decisions, but did not force any outright.

AB testing: can allow for concise conclusions, unfortunately it didn’t work out for us. Provided very little value. Results “Clear as mud”. Jarred’s “use both dice and spinner” drove a design decision but wasn’t really AB results. Ending sentence: *Regretfully* in the end AB testing had little impact on our design process.

Subjective testing: Driving factor behind design. Change decisions we’re made and implemented on the fly, results were gathered, changes ultimately ended up in the rules.

… ending: our subjective tests proved the original concept to be desirable, further testing honed it to create something that was fun to play.

Concluding: In conjunction these three tools provide an excellent process for designing a game. AB testing is hard. We didn’t document our subject tests very well [spin this positively?].

Outro: Will use and refine this process in next design project.