Playtest Insights & Product Readiness Report

1. Executive Summary

We conducted structured playtests with **39 players across five countries**, using a playable DashDice prototype to evaluate core gameplay quality, perceived fairness, strategic depth, uniqueness, and early user experience.

Testing included adult players across multiple regions as well as **supervised sessions with Spanish teenagers conducted in a school environment**, allowing us to observe responses across both geographic and age demographics.

The results strongly validate DashDice's core competitive loop: players consistently reported **high enjoyment, fairness, and a clear sense of originality** compared to other mobile games. Importantly, these scores **remained consistent** as testing expanded beyond the UK, indicating that DashDice's appeal is **not culture- or region-specific**.

The playtest also surfaced a clear and actionable weakness **early onboarding and tutorial clarity** which directly informs our current product roadmap.

Key takeaway:
 DashDice is already fun, fair, and meaningfully different across diverse audiences. Improving how the game teaches new players is the primary unlock for retention and market readiness.

1.1 Testing Methodology & Participant Awareness

All playtests were conducted with **fully informed participants**.
 Feedback was collected **anonymously**, and all participants were aware their responses would be used for internal product development and investor-facing analysis.

No personally identifiable information was collected or stored.

This ensured:

- Honest, unpressured feedback
- Reduced response bias
- Comparable data across regions and age groups

2. What the Playtest Validated

2.1 Overall Enjoyment & Core Fun

- **Average enjoyment score: 7.3 / 10**
- Multiple players rated the experience **8–10**, even at prototype stage
- Enjoyment increased noticeably once players understood core mechanics

Crucially, **enjoyment scores remained consistent** as testing expanded to new regions and younger demographics, including supervised school-based testing in Spain.

Players described the experience as:

- "Refreshing"
- "Mentally engaging"
- "Addictive once it clicks"

This confirms that DashDice's core loop delivers engagement **before polish, content volume, or monetisation layers are added**, and does so across varied audiences.

2.2 Fairness & Competitive Integrity

- **Average fairness score: 7.3 / 10**

- Players consistently highlighted decision-making, timing, and ability usage as determining outcomes

Fairness perceptions remained **stable across countries and age groups**, reinforcing DashDice's deterministic, skill-forward design philosophy.

This is a critical validation point: perceived fairness is a prerequisite for long-term competitive PvP retention and scalability.

2.3 Uniqueness & Market Differentiation

- **Average uniqueness score: 7.0 / 10**
- Players consistently noted that DashDice felt different from traditional mobile games and unlike other dice-based titles

Importantly, **uniqueness scores did not degrade** as testing expanded a strong signal that DashDice's differentiation is structural rather than novelty-driven.

Players described the experience using conceptual language:

- Tactical
- Psychological
- Strategic
- "Not just luck-based dice"
- "Feels more like a mind game"

This indicates DashDice occupies a **new hybrid space** between:

- Competitive turn-based strategy
- Probability mastery
- Fast-session mobile PvP

2.4 Consistency Across Expanded Testing

As additional playtests were conducted including sessions with **Spanish teenagers in a school setting** headline metrics around **fun, fairness, and uniqueness remained consistent**.

This consistency is a positive signal at prototype stage and suggests:

- The core experience translates across cultures
- Strategic depth is understandable and appealing to younger players
- Feedback trends reflect product structure, not audience bias

Rather than introducing volatility, expanded testing **reinforced the same conclusions**, increasing confidence in the underlying design.

3. Friction & Risk Areas Identified

3.1 Primary Issue: Onboarding & Tutorial Clarity

- **Average clarity score: 5.8 / 10**
- This was the lowest-scoring dimension across the entire test

Common feedback included:

- Uncertainty around "what to do next"
- Confusion around aura usage and ability timing
- Mechanics becoming clear only after multiple matches

Representative comments included:

- "How to approach the next step"
- "Understanding the aura power"
- "It clicks later, but the first game is confusing"

Critical insight:
The very mechanics that make DashDice feel *unique* and *strategic* are also what require better early guidance.

This confirms that onboarding not differentiation is the primary risk.

4. What This Means for Retention

The playtest data indicates that DashDice's **retention bottleneck is front-loaded**.

- Core gameplay quality is already strong
- Fairness and uniqueness are validated
- Strategic depth is present from early sessions
- The primary risk is losing players *before understanding sets in*

From a metrics perspective, this points directly to:

- **Day-1 retention risk** caused by early cognitive overload
- **Strong Day-7+ potential** once mastery begins

This is a positive risk profile: it suggests DashDice does **not** require simplification or redesign only better teaching.

5. Tutorial & New-User Experience Strategy

5.1 Design Philosophy

Our tutorial approach is built around one principle:

Preserve what makes DashDice unique, while making it understandable faster.

We will teach DashDice **progressively and contextually**, ensuring players learn mechanics *through play*, not static instruction.

5.2 Planned Improvements Directly Informed by Playtests

1. Guided First Match

- Limited abilities
- Clear prompts and visual focus
- Explicit explanations for outcomes
  (e.g. "This ability ended the opponent's turn")

2. Practice / Sandbox Mode

- No pressure environment
- Ability experimentation
- Clear cause-and-effect feedback

3. In-Match Feedback Enhancements

- Short toast notifications when abilities are used
- Clear explanations for point changes, aura gains, and turn outcomes

Each improvement directly addresses confusion without removing depth or reducing competitive integrity.

5.3 Why This Unlocks the Market

By improving onboarding while preserving uniqueness, DashDice becomes:

- Easy to enter
- Hard to master
- Distinct from existing mobile PvP titles

This positions DashDice for:

- Higher early retention
- Strong mid-term mastery curves
- Long-term competitive and community-driven growth

6. Feature Signals from Players

Beyond onboarding, players expressed interest in:

- Greater strategic variety
- Expanded ability sets
- More expressive interaction during matches

These signals reinforce DashDice's identity as a **competitive-first game**, but remain secondary to first-session clarity.

7. What This Playtest Proves

This playtest demonstrates four critical signals:

1. **The game is fun**
   Enjoyment is high even at prototype stage.
2. **The game is fair and skill-based**
   Outcomes feel earned, not random.
3. **The game is genuinely unique**
   Players perceive DashDice as meaningfully different from existing mobile titles.
4. **The risks are known and solvable**
   Onboarding clarity is the primary unlock, not core gameplay changes.

8. Conclusion

DashDice is not searching for differentiation it already has it, and that differentiation holds across **multiple countries and age groups**.

The challenge now is ensuring that new players understand *why* the game is different quickly enough to stay, learn, and master it.

The playtest confirms that once this happens, DashDice has the foundations required for long-term competitive success.