

# BEFORE EVERYTHING

PLEASE TAKE THIS AS A DISCUSSION INSTEAD OF A SHARING

FEEL FREE TO ASK ANY QUESTIONS 😊



# HOW TO RUN A GOOD PLAYTEST?

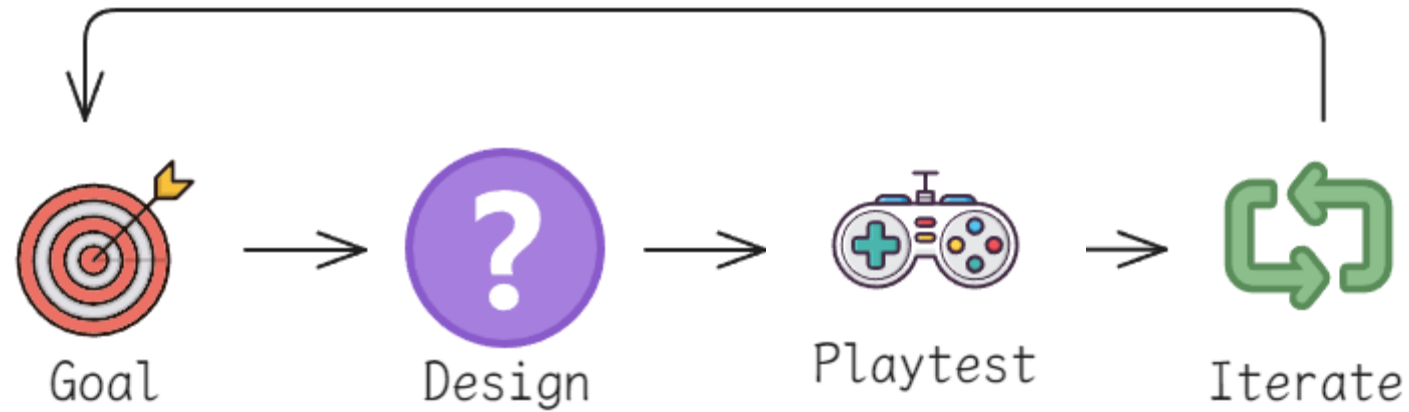
2025-0821

# AGENDA

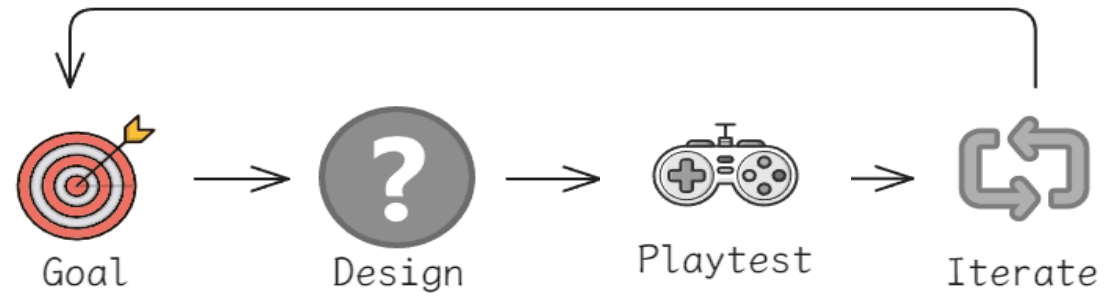
- Playtest Process
- Playtest Principles
- Playtest Takeaways
- Summary



# Playtest<sup>+</sup>•Process



# Playtest+ Principles



well defined  
measurable goals

Early Testing



Understanding

Late Testing

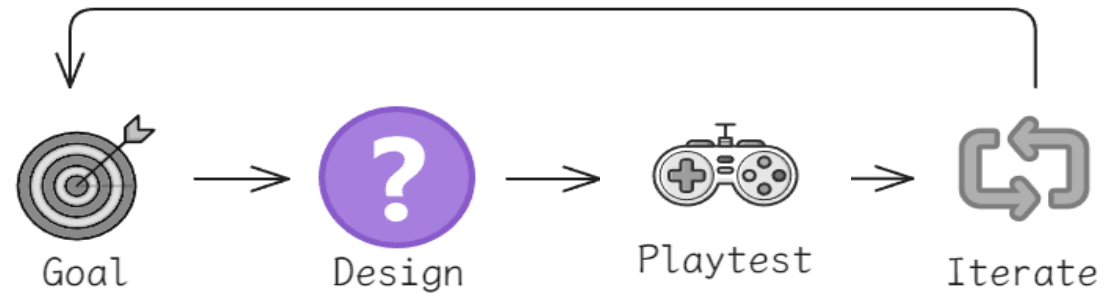


Engaging



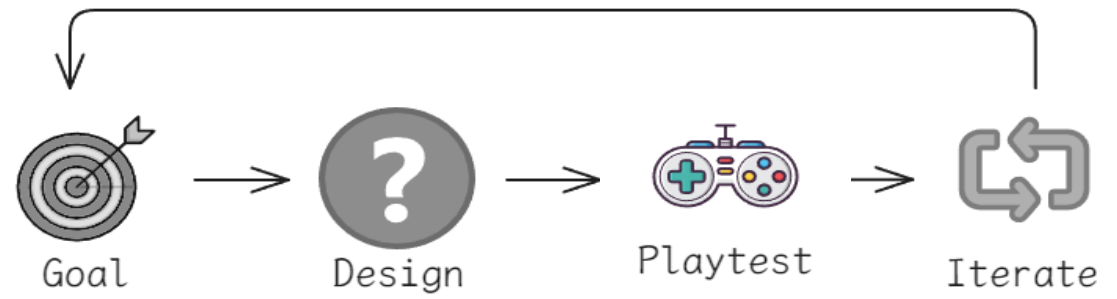
Debug

# Playtest+ Principles



focus on your goal

# Playtest Principles



Correct people



Match Audience



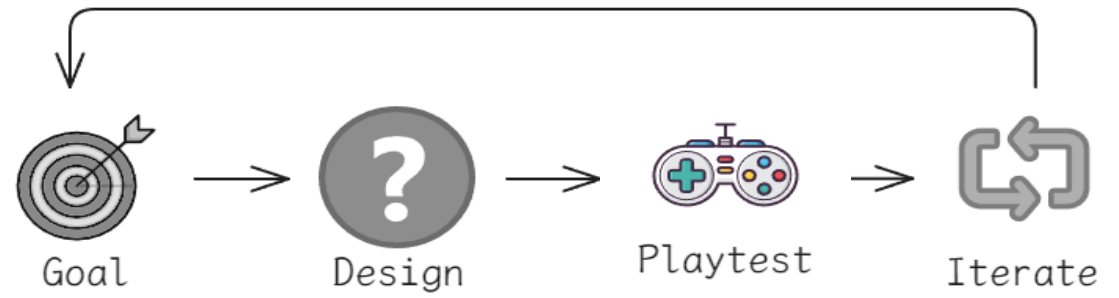
Different Skills



Kleenex Testing



# Playtest+ Principles

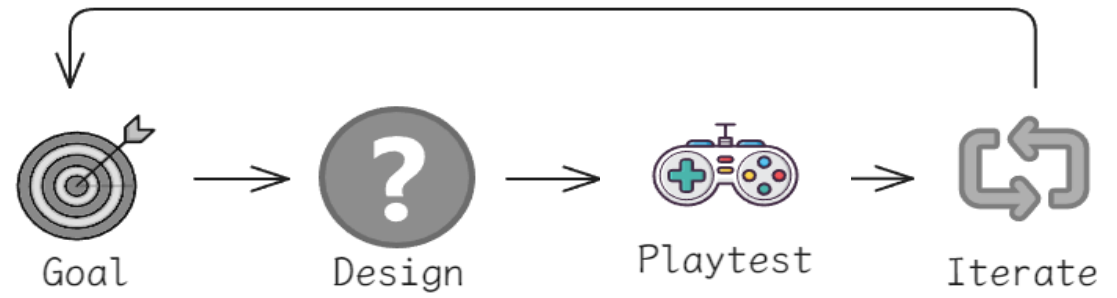


Test Early



playable

# Playtest+ Principles



Test Often

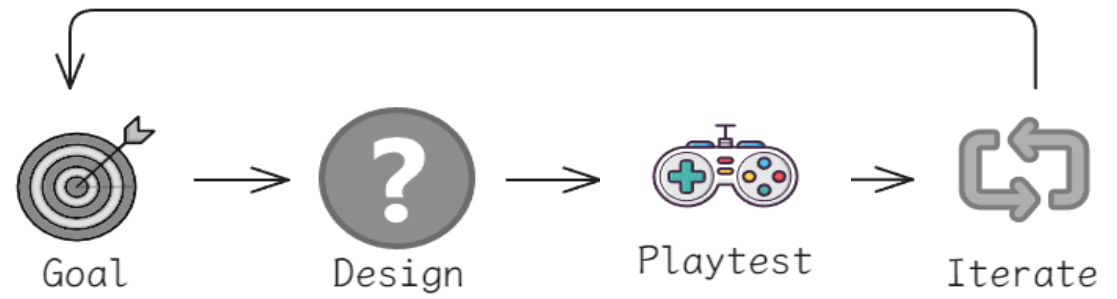


every 1-2 weeks



Exclude Outlier

# Playtest+ Principles



Unbiased Test



feel like home

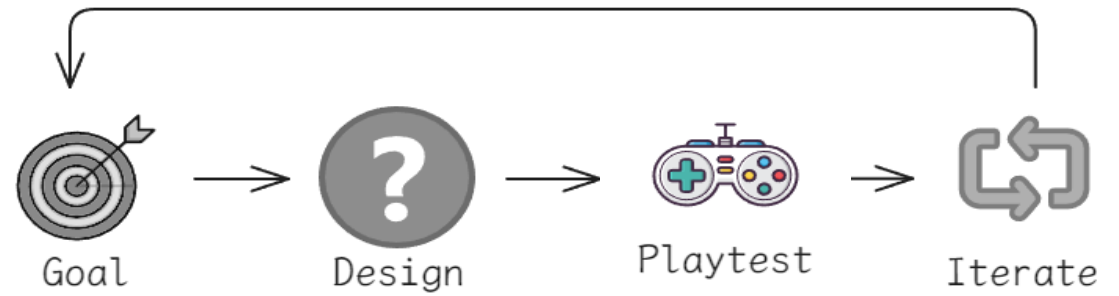


practice first



shut up and watch

# Playtest+ Principles



Run by Owners

- Simplifies evaluation
- Prioritizes
- Motivates



Watch together

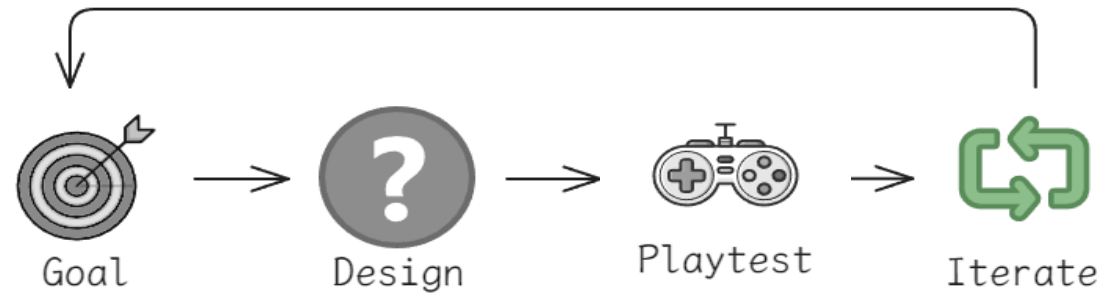


individual judgments



reach consensuses

# Playtest+ Principles

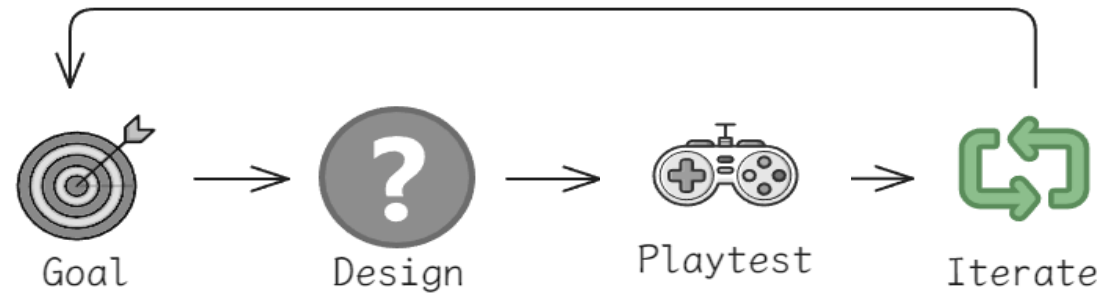


Challenge Assumption



understand instead of lucky

# Playtest+ Principles



Trends instead of a case

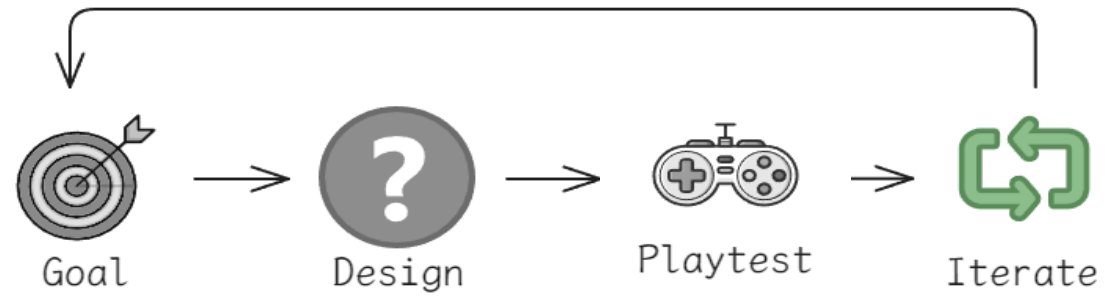


common confuse



reached consensus

# Playtest+Principles



Iterate



priority



do not overkill  
try shortcut



double the number



finish when  
no pain to watch



restart if needed

# Playtest<sup>+</sup>•Takeaways



can not learn  
under pressure



player don't look up



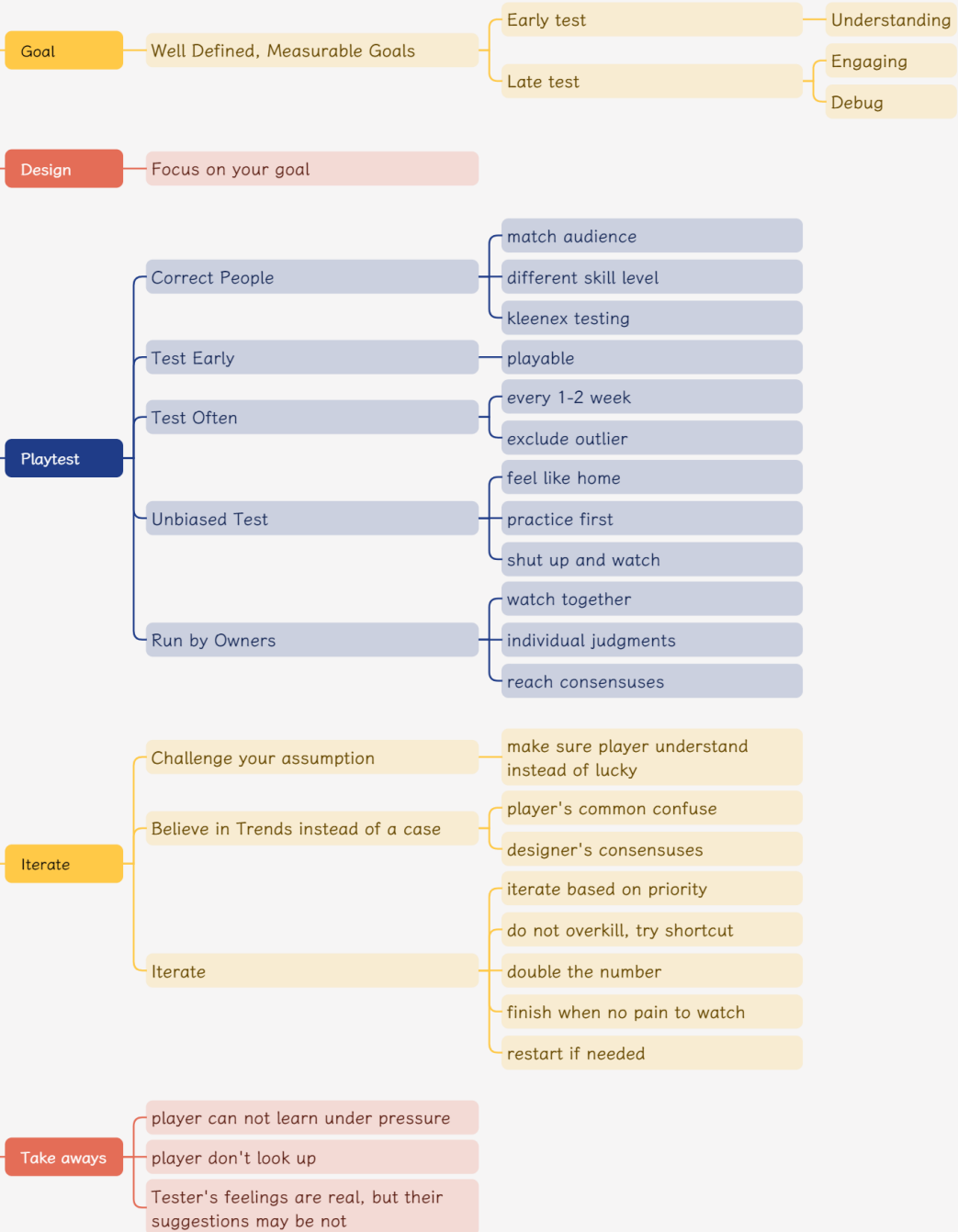
feelings are real  
suggestions may be not





# Summary

## How to Run a Good Playtest



# References

- Valve's "Secret Weapon"  
<https://www.youtube.com/watch?v=9Yomqk0C6kE>
- Don't make this assumption about your players  
<https://www.youtube.com/watch?v=2G84mU3WPaE>
- Valve's Design Process for Creating Half-Life 2  
[https://cdn.akamai.steamstatic.com/apps/valve/2006/GDC2006\\_HL2DesignProcess.pdf](https://cdn.akamai.steamstatic.com/apps/valve/2006/GDC2006_HL2DesignProcess.pdf)  
<https://gdcvault.com/browse?keyword=Valve%27s+Design+Process+for+Creating+Half-Life+2>
- MasterClass - Will Wright - Game Design and Theory  
#13 - Playtesting

無涖 PWE

Play With Experiences