

KNOW YOUR CLIENTS

*It's time to make some marketing research.*

*The purpose of the research is to get to know your target audience, get inspired by other games and to find the right strategy to present your game.*

*The following cards present some general advice to this topic. Use all cards.*

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PRE-PRODUCTION

*Create a spreadsheet of all similar games you can find. Note things like, genre, download statistics, console, curve-type, price, user commentary, web presence, color palette and other things which are important for your game.*

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PRE-PRODUCTION

*Find your target audience, and talk with them about your game. Get inspired by their ideas and input.*

*Playtest with them your prototype.*

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PRE-PRODUCTION

*Refine your prototype with the new-found Information.*

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PRE-PRODUCTION

*Roll a D20 die.*

*Note X selling points of your game where X is the amount of your die.*

*Choose the most popular unique selling point.*

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PRE-PRODUCTION

CHECKLIST

- ☐ Have a game idea
- ☐ Defined the experience of your game
- ☐ Have a working prototype
- ☐ Determined whether your game has an interval a meditative or a combination of both curves.
- ☐ You made some marketing research about your audience and similar games

*The following card represents the approach.*

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PRE-PRODUCTION

PLAN



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PRE-PRODUCTION

NEXT STEP

*Continue with the next set of cards based on your Time-Action curve.*

*If you have a game with an interval curve, use the interval card set, otherwise use the meditative card set.*

*If your game has both curves, use both sets.*

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