

## 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.



## PRE-PRODUCTION

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



## PRE-PRODUCTION

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

*Playtest with them your prototype.*



## PRE-PRODUCTION

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



## 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.*



*PRE-PRODUCTION*

## CHECKLIST

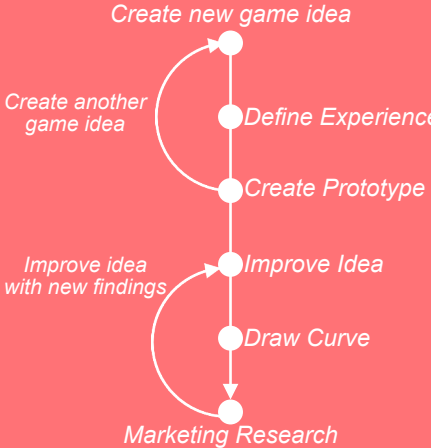
- ☐ I / We have a game idea
- ☐ I / We defined the experience of your game
- ☐ I / We have a working prototype
- ☐ I / We determined whether the game has an interval a meditative or a combination of both curves.
- ☐ I / We made some marketing research about the audience and similar games

The following card represents the approach.



## PRE-PRODUCTION

## PLAN



## 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.*



## PRE-PRODUCTION

*PRE-PRODUCTION*

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