

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, curve-type, 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

Create new game idea

Define Experience

Create Prototype

Improve Idea

Draw Curve

Marketing Research

Create another game idea

Improve idea with new findings

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

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