Required data for analysis:

The player-testing sample will be composed of circa 50 players, 100 at maximum. To minimize tracking / data storage, FG only need data which were previously described in the EXCEL spreadsheet paragraph 1.9 “Level Progress Bar” (line 332 and followings), i.e. no new items but only one’s already discussed between FG and WG.

These data would be gathered at the END of EACH Level, but not intra-level. FG does not need data about the 10 challenges composing a particular level, so level-end granularity is ok.

In other words, for each player of the sample and each one of the 10 levels, FG would need a “picture” of the Level Progress Bar, namely:

\* Level N end score

\* Time (in seconds) to complete Level N

\* Number of lives remaining end of Level N

\* Number of hits to complete Level N

\* Number of stars collected on Level N

\* What in-app purchase did they purchase on Level N (if any)?

Regarding tracking and storage of player data: the database includes basic data such as players’ current level / current score. However in order to fine-tune the game FG need to analyse historic data to assess players’ performance (how difficult?) and behaviors (what do they purchase?). Without this analysis FG cannot assess what is good or bad in the gameplay and fix it.

Admin panel / dashboard: the admin panel includes configuring different parameters that could be easily changed by the administrator (number of hits, lifes, time parameters, pricing of monetization features, etc). From an administrator user point of view (FG), the dashboard should easily display a “view” of data mentioned in point above. It will allow FG to very quickly analyze and “read” players’ performances / behaviors and in turn modify Admin panel parameters to optimize gameplay.