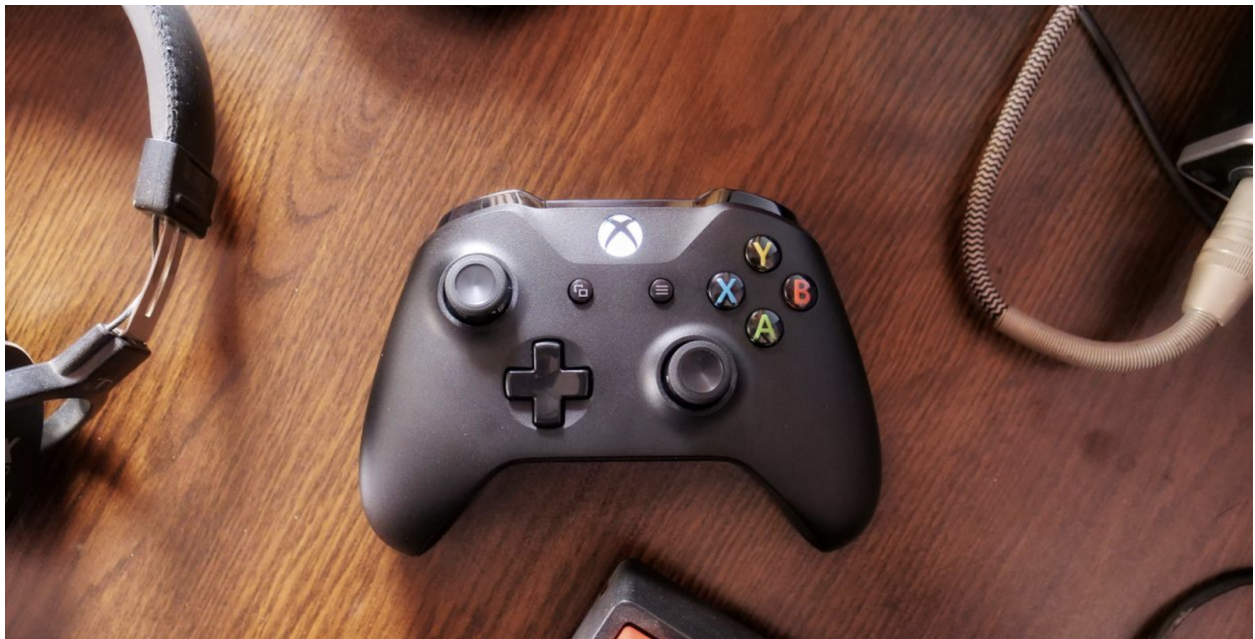


A Game Developer's Guide to Playtesting

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Current playtesting methods

Friends and Family

Naturally, indie game developers working on the initial versions of their games consider their friends and family to be their primary source of quick playtesting. While this is a fast means of receiving feedback, friends and family naturally provide kind and supporting feedback rather than honest and harsh criticism, which is what a game developer needs to ensure they are on

the right path towards making a revolutionary game capable of attracting and maintaining a large tester audience.

Post-Launch User Reviews

Many game developers use feedback they receive from users on the App Store/Play Store in the form of testimonials to improve their game. Not only does this feedback only reflect the sample of potential users that are interested enough in the game's external appearance to download it to their phone, but it also wastes the developer's time and resources; they are forced to completely finish the first iteration of their game with little to no advice, causing them to potentially make development decisions that result in features which are not attractive to their target market. The most crucial time for developers to test their games is in the beta stage, when they have finished an initial MVP version and are still not ready to publicly release their game. User reviews do not provide the flexibility and time-oriented advice that game developers need the most.

Expensive Testing Packages

Besides Zigantic, there are a few playtesting-as-a-service solutions on the market; two of the most prominent services are GoTestify and VMC. GoTestify provides expensive packages (survey responses from vetted game testers who have experience in formal playtesting) that are targeted towards giant game testing studios, and provide little catering to indie game developers who need low-cost testing the most. VMC provides testing for performance and large-scale beta testing. Like GoTestify, they focus on gaming studios with large infrastructure and global servers rather than indie game developers working to make their big break. In addition, they focus on infrastructure testing rather than providing actual gameplay insights about what drives tester behavior and reactions.

Zigantic's solution

Low-cost, rapid, and insightful gameplay feedback





Zigantic is a game testing company that provides game developers with unbiased data from the target audience of most game developers: high school students. We provide insights about what hooks players, identify what causes player drop-offs, and uncover what stimulates users. Targeting indie game developers, our low prices decrease developers' new product release costs, helping them maximize their budgets for go-to-market activities. Zigantic has three different packages that the game developer can choose from. Our bronze package includes raw survey responses to developers' questions that help developers uncover specific features that players might not like about their game. Our silver package gives developers the survey responses and tester emails, enabling them to connect first-hand with players and ask deeper questions/derive key insights for more effective feedback. Finally, our gold package includes everything from the previous two packages, as well as one 5-minute screen recording of gameplay for every 5 testers requested: in addition, the add-on of screen recording analysis provides ML video processing-based insights that utilize user clickstream and estimate player emotions to determine developers' next steps to easily improve their games and design features conducive to gameplay. We also offer trend analysis; after compiling the raw survey data, we analyze the common trends across all survey responses and turn those trends into simple steps for developers to follow in order to make their games revolutionary.

[Learn more at Zigantic.com](https://zigantic.com)