

A Game Developer's Guide to Playtesting



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Playtesting methods

This is no sales pitch—we do offer great services, but we can talk about that later—but if you're a game developer, you're asking yourself: how do I make my game better? How can I increase the chance that my games will make me money, so developing new games can become my full-time job?

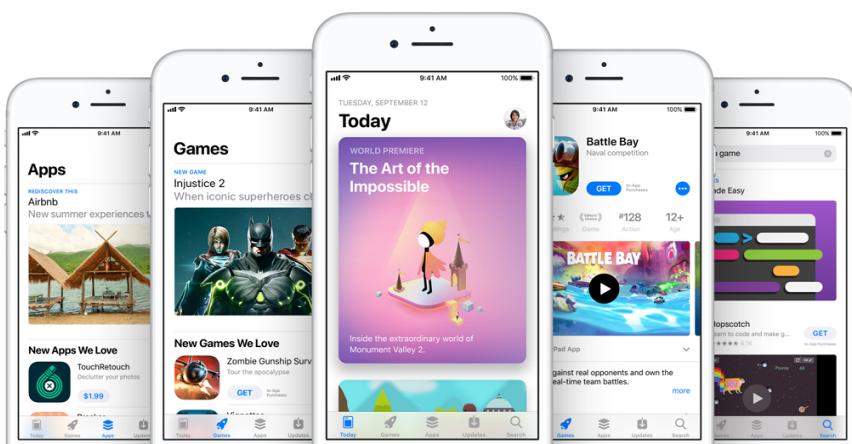
Sit back, grab a snack, and we'll try to provide you with some helpful advice!



Friends & Family

Naturally, indie game developers working on the initial versions of their games consider friends and family to be their primary source of quick playtesting.

This is certainly a fast means of receiving feedback, and it is highly recommended that you start here—if you can't pass the family test, you definitely need to head back to the drawing board! However, friends and family usually tend to 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 entertaining the largest audience possible.

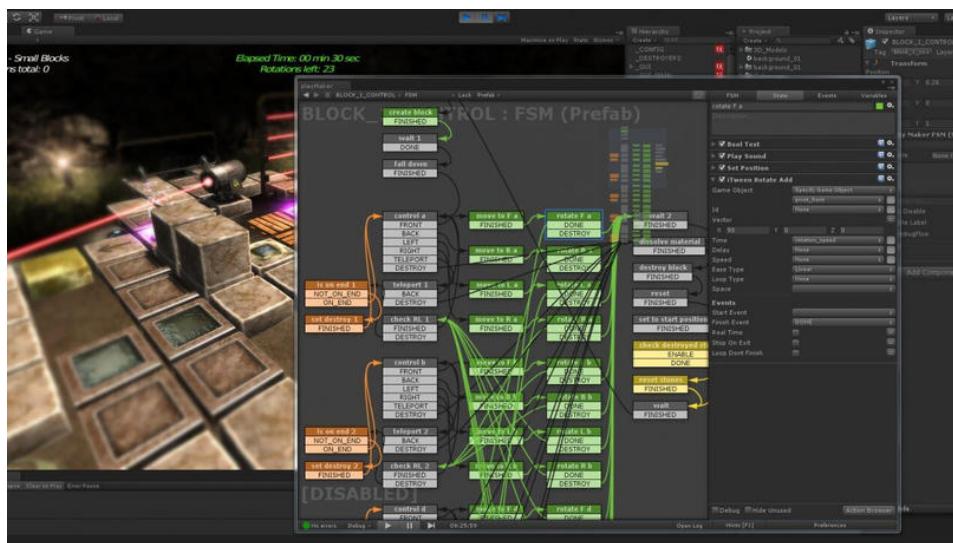


User Reviews

Another great source of feedback for developers is from users on the App Store or Play Store in the form of testimonials. However, this feedback rarely reflects a sufficient sample of potential users; users that are interested enough in the game's external appearance to download it to their phone are already potentially biased.

But more importantly, the developer's time and resources have already been largely invested in completely finishing the first iteration of their game! With little to no advice during this period of development, they may have potentially made decisions that result in features which are not attractive to their target audience.

The most crucial time for developers to test their games is in the beta stage, when they have finished an initial MVP (minimum viable product) version of their game and are still not ready to publicly release it. By the time a developer gets to user reviews, it's already too late to provide the flexibility and time-oriented advice that game developers need the most.



Testing Packages

Besides Zigantic, (you knew we were going to talk about our services eventually 😊) there are a few playtesting-as-a-service solutions on the market. These solutions provide expensive packages that are targeted towards giant game testing studios, and do not cater to indie game

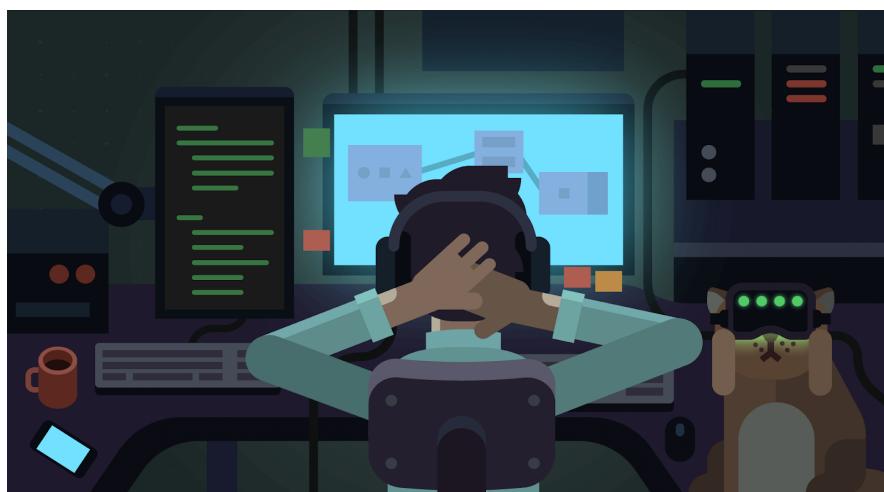
developers who need low-cost testing the most. Some provide testing for performance and large-scale beta testing, but they all focus on gaming studios with large infrastructure and global servers rather than indie game developers working to make their big break. In addition, they focus on infrastructure testing rather than providing actual gameplay insights about what drives tester behavior and reactions.

Solutions:

1. **Visit your local college or university.** Try to set up gaming events to showcase your game, and incentivize students to play your game.
2. **Arrange and organize social events**, where you and other indie game developers work together to find testers.
3. **Visit games networking events that already exist** to meet like-minded developers and gamers who may have some tips for you!

While this is often exhausting (and sometimes expensive) work—you may be charged for using venues, providing refreshments at meetups, and in the end may not get as much feedback as you wanted—but if you're a serious developer and you believe in your game, then these solutions are simply investments in your dream.

But there is an even better way... low-cost, rapid, and insightful gameplay feedback from Zigantic!



Zigantic is a game testing company that provides indie 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. Our low prices decrease your new product release costs, helping you maximize your budgets for go-to-market activities!

Zigantic offers you three different packages to fit your needs:

Our bronze package includes raw survey responses to your questions, helping you uncover specific features of your game that players might not like.

Our silver package not only provides survey responses, but also provides tester emails, enabling them to connect first-hand with players and ask deeper questions and derive key insights for more effective feedback.

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.

Now that sounds like money well spent, right?

We recommend trying out all our free suggestions first, so that when the time comes for some serious data to polish your game, we can maximize your results and help make your game a success. Feel free to reach out to us for feedback at any time—we look forward to hearing from you!

Best of luck,
Zigantic LLC

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