Where's The Fun?

How to Test Your Game Before You Build a Thing

Rob Davis
Creative Director, Playniac

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
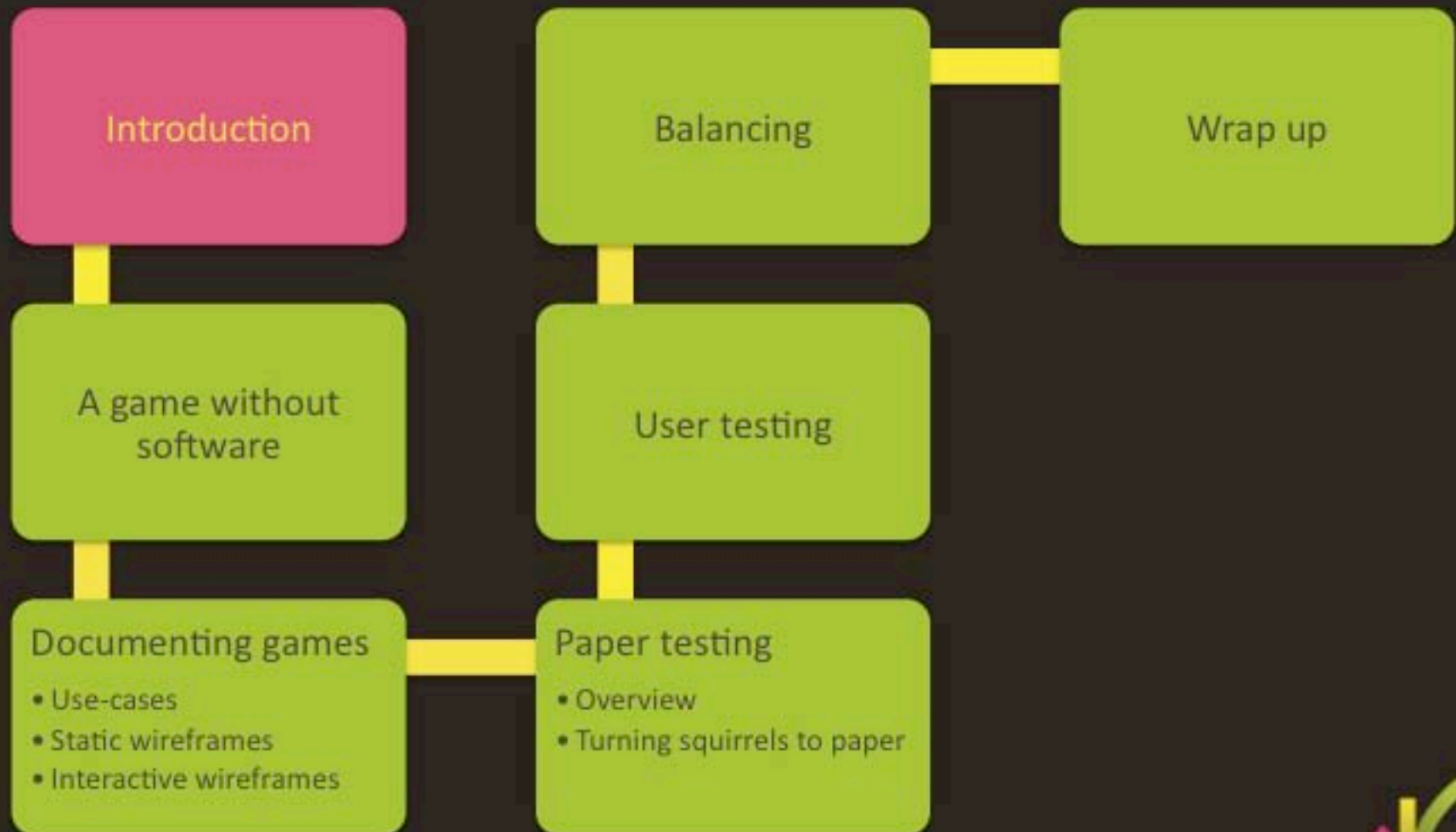- Turning squirrels to paper

playniac®
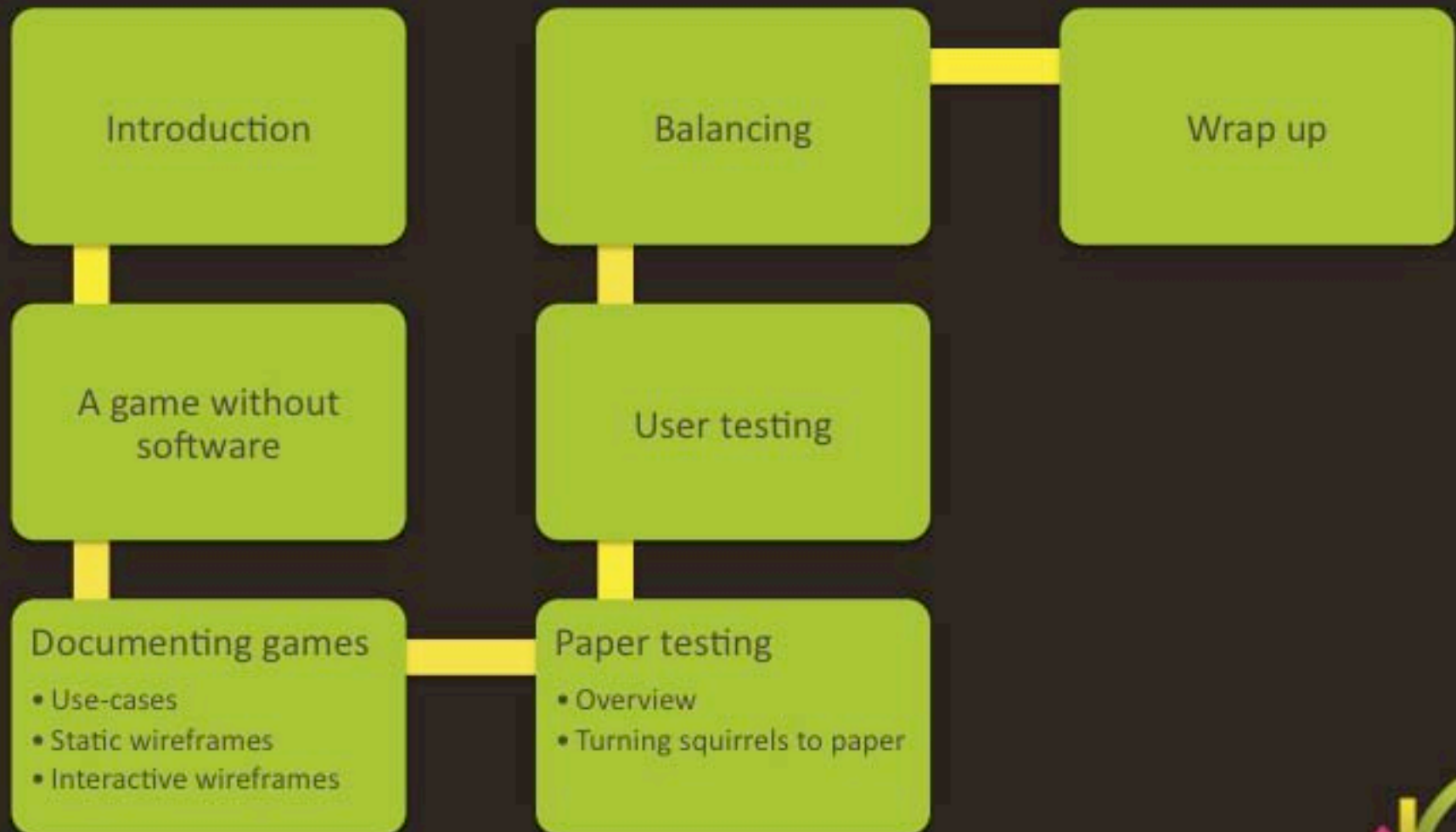
As game designers we often struggle with the ways that we might model, simulate and refine games...

playniac

...and yet as humans with an innate sense of play those techniques are all around us.

playniac®

Overview
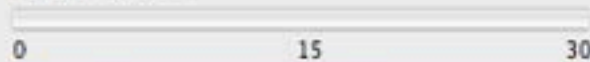
Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper

playniac®

Hollywood, California

Hollywood, California

Cash: $1,241

Loan: $5,500

Days left: 30

| | 0 | | 15 | | 30 |

Δ	Qty	Drug	Price
	0	Acid	$2,852
	0	Cocaine	$18,913
	5	Ludes	$51
	1	Weed	$504
	0	Shrooms	$1,031
	0	Ecstasy	$123
	0	Crystal Meth	$2,081
X	0	RU-486	$0
X	0	Morphine	$0
	0	Hash	$275
	0	Opium	$622
	0	Crack	$7,141

(Buy)   (Dump Stash)   (Sell)

Statistics

Coat: 6/100
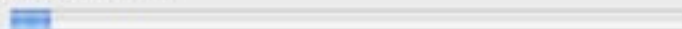
Health: 100% (100/100)

[Price Chart]   [Price History]   [Transactions]

Finances Hospital Gun Shop Airport

Bank

Balance: $0

Amount: [   ]

(Deposit)   (Withdraw)

☐ All   ☐ All funds

☐ Except: [1000]
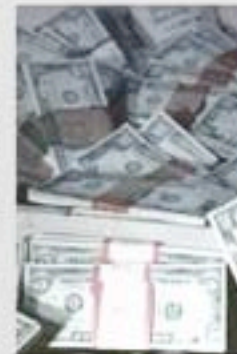
Loan Shark

Well, well, well, come to pay me back buddy boy?

Amount: [   ]

(Repay)   (Borrow)

Destination

Hollywood
Los Angeles
San Francisco
Sacramento
Fresno

(Boost Car)   (Go There)

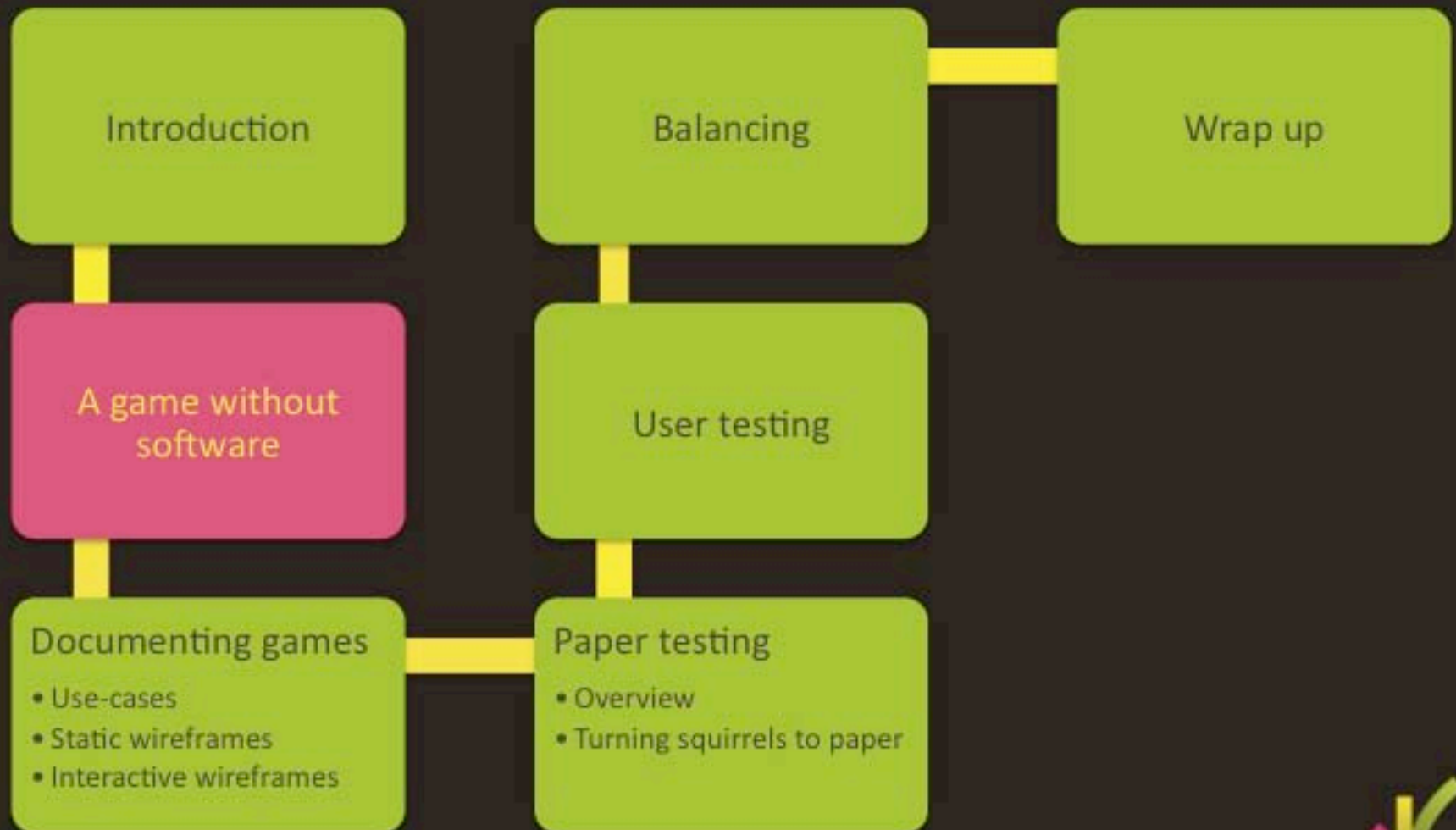Dealing with banks and loan sharks in *Dope War* (PC, 2000)

playniac®

Balancing budgets in *Sim City 2000* (Gameboy Advance / 2003)

Paying off mortgage and using ATM in
Animal Crossing: Lets Go To The City (Wii / 2008)

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper

playniac®

Cat On Yer Head at Bright Club, London, Nov 2010

playniac

Cat On Yer Head

A game about having a cat on your head

Rules for cat:

- IF someone taps your shoulder and says "cat" THEN the cat has jumped on your head

- WHILE the cat is on your head, REPEAT the word "cat"

- To make the cat jump onto someone else's head, tap their shoulder and say "cat"

playniac

Rules for mouse:

- IF someone taps your shoulder and says "mouse" THEN the mouse has jumped on your head

- WHILE the mouse is on your head, REPEAT the word "mouse"

- To make the mouse jump onto someone else's head, tap their shoulder and say "mouse"

playniac

Win condition I

GAME OVER

PRESS START

- IF you have the mouse on your head AND someone taps you on the shoulder and says "cat" THEN stand up and shout "game over"

playniac

Win condition II

Cat win

- IF the cat catches the mouse before time up THEN the cat wins

Mouse win

- IF the mouse is not caught before time up THEN the mouse wins

playniac

Balancing

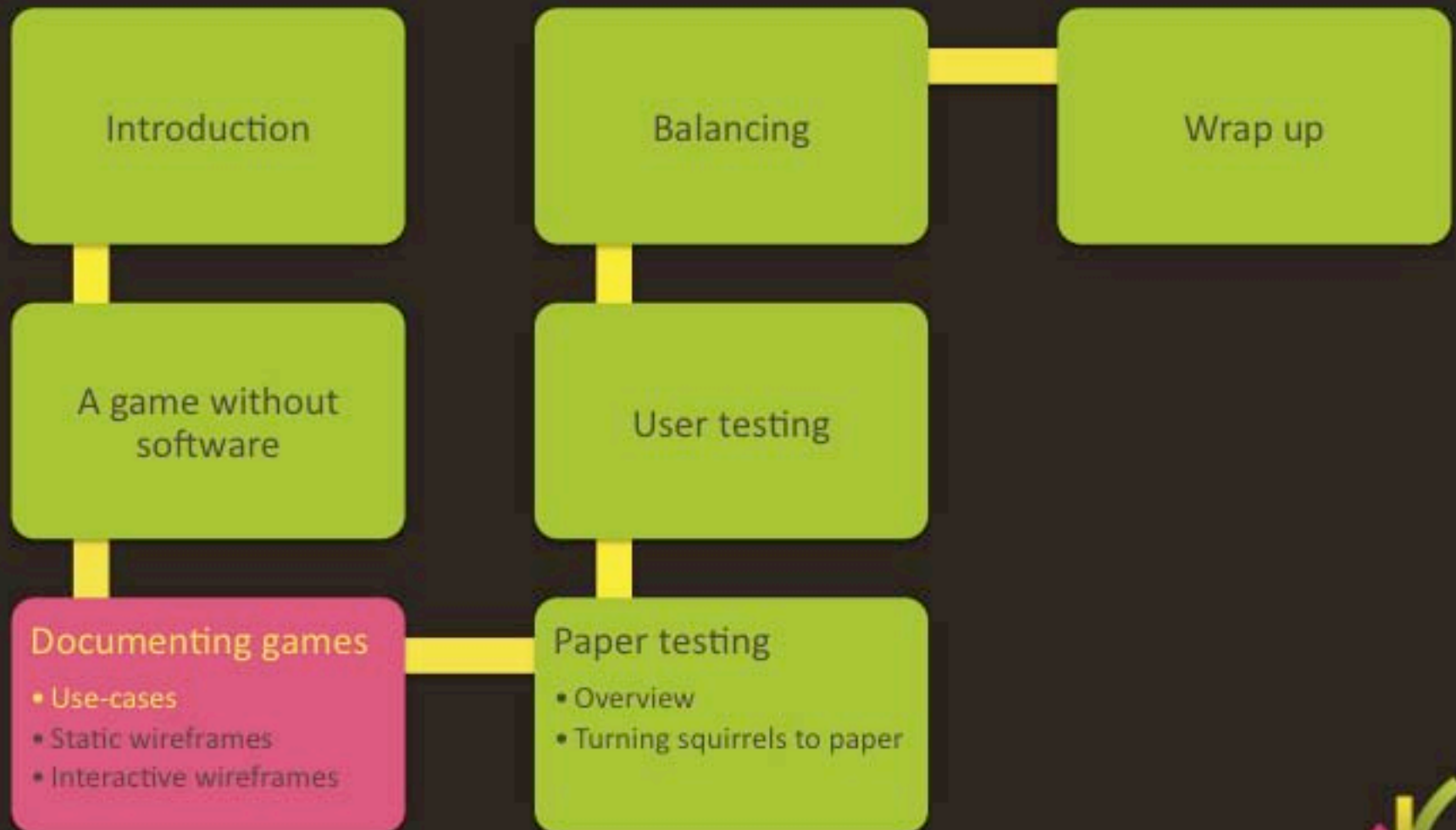- To be fair the game must be equally difficult for the cat and the mouse

playniac

Extending

- Two mice

- Dog

- Mouse hole

- Cheese

- Super mouse, secret agents, minefield, etc.

playniac

playniac

Overview

Introduction

A game without software

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Balancing

User testing

Paper testing
- Overview
- Turning squirrels to paper

Wrap up

playniac

Alien Farm use-case

Flow: The player wishes to activate the **attractor field** (must be player's turn and this feature must be available for the current mission).

Action: Player clicks the *Attractor field on/off* button on their player character (or presses the 'A' key) to toggle the **attractor field** on.

Result: The **attractor field** energy level starts to decrease. The **player character** shows the attractor field graphic / animation and aliens are drawn towards it according to their mass and proximity (Figure 21).

Flow A: The player has finished using the **attractor field** (or it has run out of energy).

Action: Player clicks the *Attractor field on/off* button on their player character (or releases the 'A' key) to toggle the **attractor field** off.

Result: The **attractor field** energy level stops decreasing. The attractor field graphic / animation stops and the aliens are no longer drawn towards the **player character**.

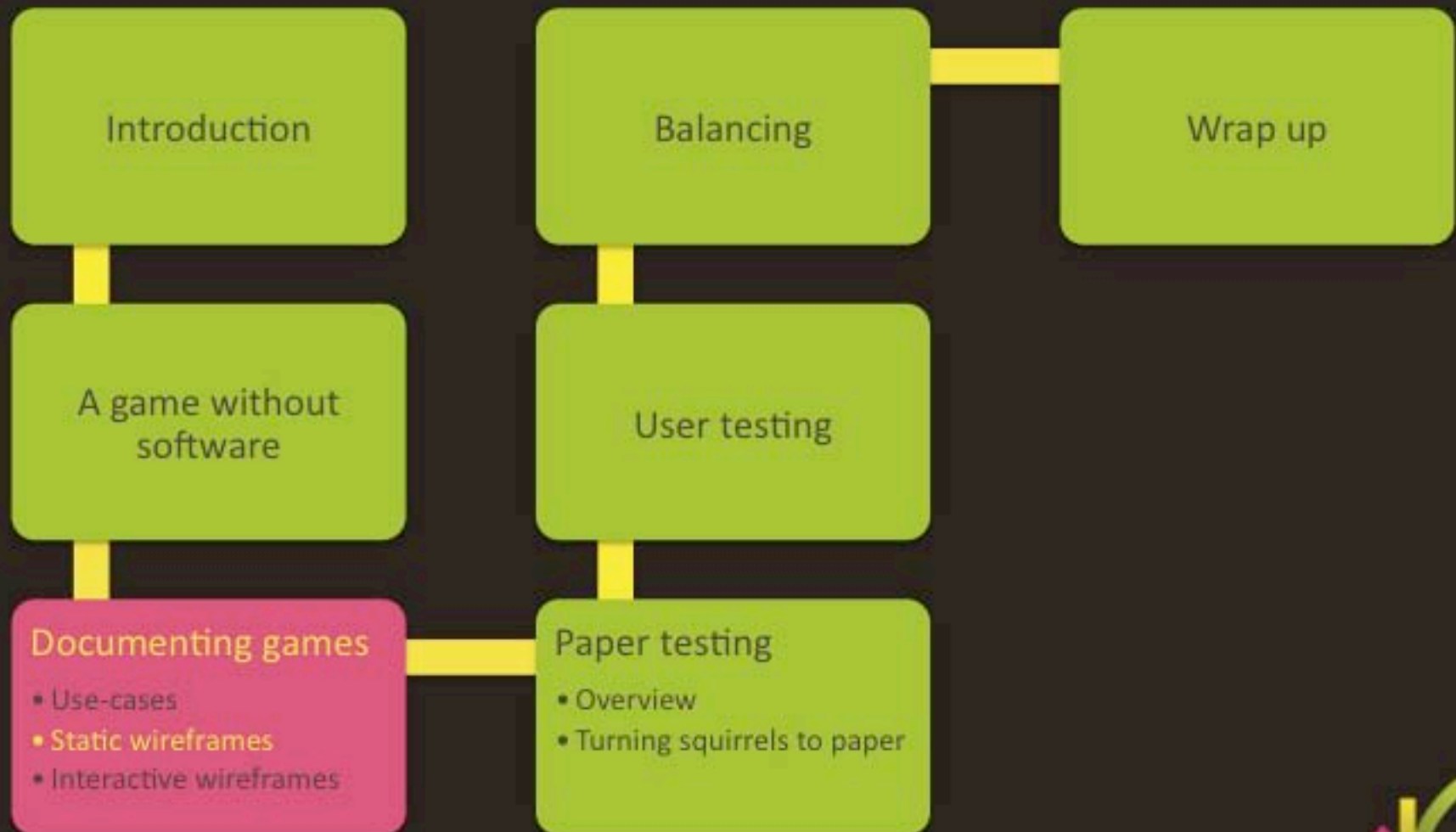Figure 11. Attractor field

Screen grab showing attractor field

Use-cases

- Becomes large document that is difficult to maintain... And no one wants to (re-)read!

- Useful for more procedural software; less useful for most games

- Does specify game functionality very precisely, but leaves little room to maneuver in implementation

- Doesn't give a sense of what the game is like to play or how the game GUI might work

- So we needed a better technique...

playniac

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper

playniac®

MISSION 1
Phantom Forest

2855 points
2nd May 2010

COMPLETED

A

MISSION 2
Icy Mountains

3412 points
7th May 2010

COMPLETED

A

MISSION 3
Flouro Caves

PLAY NOW

Play

B

MISSION 4
Salty Sea

PLAY NOW

Play

B

MISSION 5
Junk Mountains

Available
20th May 2010

LOCKED

Play

C

MISSION 6
Fossil Fortress

Available
27th May 2010

LOCKED

Play

C

Teachers | Credits

British Gas 'The Big Generation Green Quiz' wireframe

JOURNEY TO FOSSIL ISLAND

Wireframe for mission select

playniac

British Gas

BIG QUIZ LIVE
Generation Green

LATEST: robel from St Trionian's completed ice mountain with 922 points

MISSION ONE
PHANTOM FOREST
COMPLETED
4,080 points
Thu Apr 15 2010

MISSION TWO
ICY MOUNTAINS
COMPLETED
4,365 points
Tue Jun 1 2010

MISSION THREE
FLOURO CAVES
COMPLETED
941 points
Thu Jun 3 2010

PLAY NOW
Mission 4 is unlocked and ready to play!

MISSION FOUR
SALTY SEA
PLAY

MISSION FIVE
JUNK MOUNTAINS
Locked until you play mission 4

MISSION SIX
FOSSIL FORTRESS
Locked until you play mission 5

Your total score: 9,386

RESULTS   ACHIEVEMENTS

TEACHERS   CREDITS   GO TO GENERATION GREEN

Hello Rob   LOG OUT

British Gas

JOURNEY TO FOSSIL ISLAND

Finished artwork for mission select

playniac

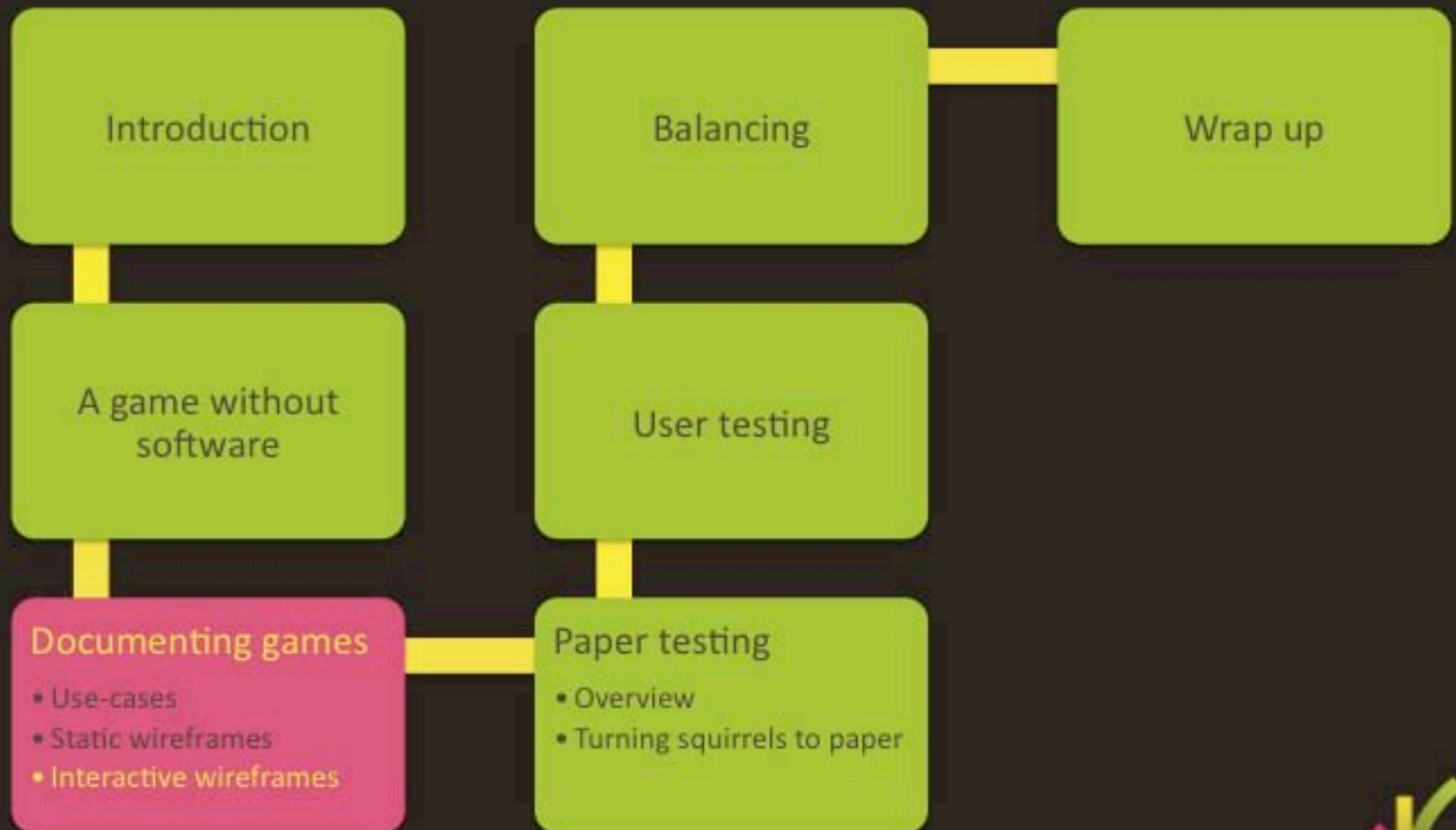British Gas 'The Big Generation Green Quiz' wireframe

Teachers   Credits

Wireframe for island view

Finished artwork for island view

Static Wireframe

- Gives immediate visual sense of game screens and functionality

- Allows some GUI design to be done early and in an abstract manner

- Can be assimilated easily by technical and non-technical readers

- Useful for design and dev teams

- Difficult to get a sense of screen flow and user interaction, so…

playniac

Overview

Introduction

A game without software

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Balancing

User testing

Paper testing
- Overview
- Turning squirrels to paper

Wrap up

playniac®

SELECT RACE

STOCKCAR

Location 🇺🇸

Difficulty ⭐⭐⭐

Prizes
1st: $150
2nd: $100
3rd: $50

Back   Next

Mute

Dynamic Wireframes

- All the benefits of a static wireframe

- Clear sense of screen flow and some sense of game dynamics

- Extremely easy to assimilate

- Extremely useful for design and dev teams

- Easy to maintain once set up

- Can be used for live testing with target audience

playniac

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper
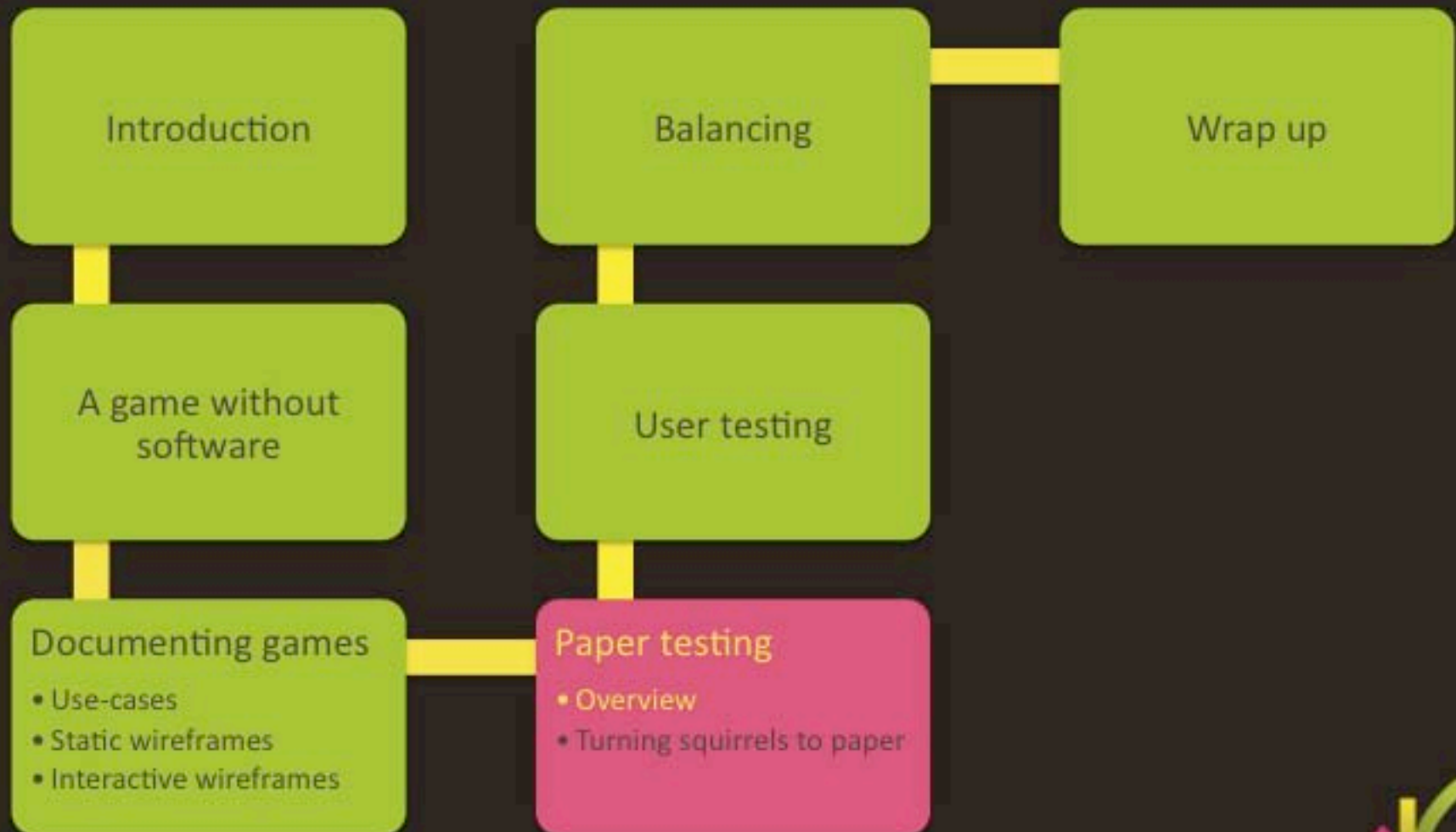
playniac®

Courtesy of Frank Lantz

NYU GAME CENTER MASTER CLASS
MDA WORKSHOP
WITH MARC LEBLANC

1-DAY WORKSHOP · JULY 30 & 31, 2011
GET TICKETS AT GAMECENTER.NYU.EDU

playniac

INTERNATIONAL
RACING
SQUIRRELS

playniac

INTERNATIONAL RACING SQUIRRELS

playniac

INTERNATIONAL
**RACING
SQUIRRELS**

playniac

The racing was exciting, the preparation and money management aspects added to the atmosphere and having to pay your bills at the end of the month added real jeopardy. There were several ways you could prepare for races, and they were varied enough that all the players adopted different strategies, and those approaches had distinct outcomes. There was enough riding on the races to make strategies that looked risky actually risky, but enough pressure from the requirements of rent, wages, and maintenance to make coasting along impossible.

Matt, paper tester

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper

playniac®
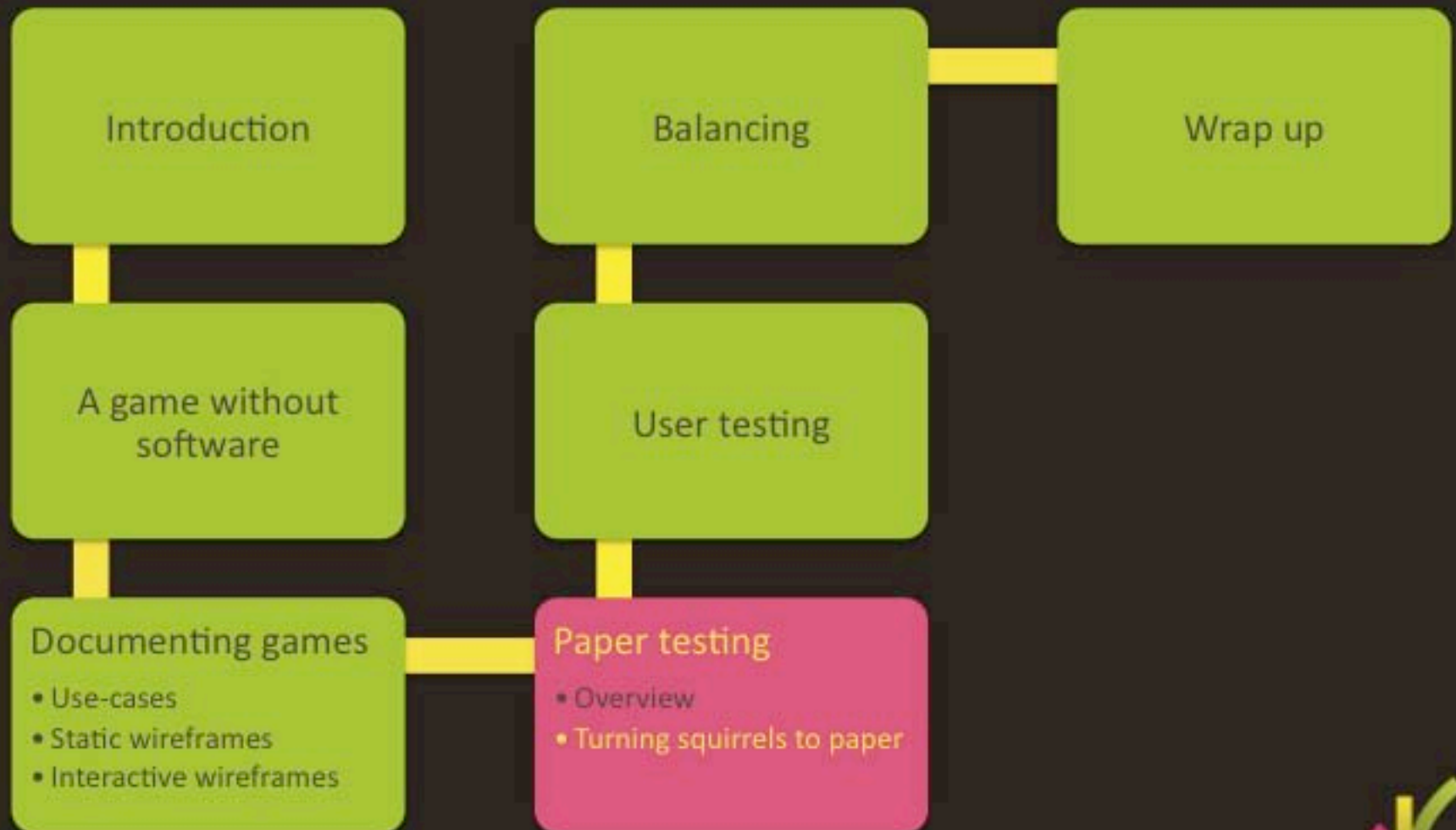
Paper Test Toolkit

- Monopoly money (Ebay)

- D6, D10, percentile and blank dice + cup (witzigs.co.uk, www.thediceplace.com)

- Plastic counters (witzigs.co.uk)

- Blank cards (witzigs.co.uk)

- Post-it notes

- Pens and plain / coloured paper

- Anything else that seems relevant to your game!

playniac®

Squiggly Speedsters
XP 6,431 / Level 4
Y1 M2 D25

Team   Shop   Bank

Monthly bills due: 3 days   Next race

Home 1	Home 2	Home 3	Home 4
Go	Go	Buy	Buy

RUN DOWN HOME ILLUSTRATION (Home 3)
RUN DOWN HOME ILLUSTRATION (Home 4)

Results

Running (Stamina)	Weights (Strength)	Squdo (Focus)	Massage (Mood)
Go	Go	Go	Buy

Quit

Advisor   SMS   Email   Event   Mute

'International Racing Squirrels' wireframe (C)2010/2011 Playniac

INTERNATIONAL
RACING
SQUIRRELS

Home screen wireframe

playniac

XP:

Calendar

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16		18	19	20
21	22	23	24	25	26	27	28	29	30

Activity

Activity

Weights

Energy: 3xD10   Dur...

D10	
D6	
D6	
D6	
D10	
50	
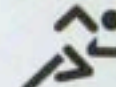
Tarantula Talya

Price	400
Strength	+10
Mood	+5
Focus	+10
Stamina	+5
Wages	200

Running

Energy: 5xD10   Duration: 5

Price	200
Strength	D10
Mood	D10
Focus	D10
Stamina	D10+D6
XP	5xD10
Maintenance	100

INTERNATIONAL RACING SQUIRRELS

playniac

ROLLiKiNG RACERS

TEAM　　SHOP　　BANK

6,512　XP 6,110　LII ▮▮▮　LI2　Y2 M9 D23

BILLS ▮▮▮▮▮▮▮▮▮▮　NEXT RACE　RACE NOW!

IN TRAINING

IN TRAINING

ACTIVITY COMPLETE

RUNNING

WEIGHTS

SQUAD DOJO

ACTIVIT

INTERNATIONAL RACING SQUIRRELS

Finished home screen

playniac

Shop wireframe

Shoes

Clouds Ultra Lite

Price
Strength
Mood
Focus
Stamina
Duration

Shoes

Turbos

Price 200
Strength +10
Mood
Focus
Stamina
Duration +1

Shoes

SPIKE

Price
Strength
Mood
Focus
Stamina
Duration

Shoes

Hobnailed Boots

Price 400
Strength +20
Mood
Focus
Stamina
Duration +20
2

Energy Drinks

Bulk

Price
Energy

Energy Drinks

Whoosh!

Price 10
Energy 25

Energy Drinks

Sproutade

Price
Energy

Energy Drinks

XTR4iNRG

Price 70
Energy 80

Squirrel bling

The Amulet of Oak

Price
Strength 40
Mood
Focus +2
Stamina +20
Duration 2

Squirrel bling

Fake fur Tailpiece

Price
Strength 200
Mood
Focus +10
Stamina +10
Duration 3

Squirrel bling

The E

Squirrel bling

Smart Tattoos

Price 50
Strength
Mood -5
Focus +5
Stamina
Duration 1

Goggles

Steampunk Goggles

Price 980
Strength
Mood
Focus -20
Stamina -20
Duration 2

Goggles

Rose-tinted Goggles

Price 200
Strength
Mood
Focus +2
Stamina +2
Duration 2

Goggles

Eagles

Price 25
Strength
Mood
Focus
Stamina
Duration

Goggles

Plasma Beams

Price 50
Strength
Mood
Focus +5
Stamina +5
Duration 1

Helmet

Viking Warrior

Price
Strength
Mood
Focus
Stamina
Duration

Helmet

Midnight Balaclava

Price
Strength
Mood
Focus
Stamina
Duration

Helmet

Midnight Balaclava

Price
Strength
Mood
Focus
Stamina
Duration 1

Helmet

Pimpcrash

Price 200
Strength +10
Mood +10
Focus
Stamina
Duration

Helmet

EVA Suit

Price 50
Strength -5
Mood -5
Focus
Stamina
Duration 1

INTERNATIONAL
RACING
SQUIRRELS

playniac

Home

Energy
Strength
Mood
Focus
Stamina
Energy

Energy
Strength
Mood
Focus
Stamina
Energy

The Snowman

Price	400
Strength	+5
Mood	+10
Focus	+5
Stamina	+10
Wages	200

month

day

Item

Goggles

Plasma Beams

Price	50
Strength	
Mood	
Focus	+5
Stamina	+5
Duration	1

Shoes

Hobnailed Boots

Price	400
Strength	+20
Mood	
Focus	
Stamina	+20
Duration	2

Item

INTERNATIONAL
RACING
SQUIRRELS

playniac

SHOP

11,667
XP 6,040   L11
Y2 M8 D23

ENERGY DRINKS   **SHOES**   RACE SUITS   GOGGLES   HELMETS   SQUIRREL BLING   FOOD
ACCESSORIES   TRAINING   ACTIVITY BOOSTS

BUNNY SLIPPERS
- 0
- -2
- 0
- -3
- +20

🥜 25

HOBNAILED BOOTS
- 0
- -3
- +20
- +10
- -3

🥜 50

SPIKE
- 0
- +20
- +20
- +20
- -10

🥜 250

CLOUDS ULTRA-LITE
- 0
- +30
- -10
- +20
- +10

🥜 350

SUPER-TURBOS
- 0
- +25
- +25
- +15
- +20

🔒 ITEM LOCKED
LEVEL 12 XP NEEDED

🥜 500

LIMITED EDITION PICASSOS
- 0
- +25
- -10
- +10
- +50

🔒 ITEM LOCKED
LEVEL 17 XP NEEDED

🥜 1000

INTERNATIONAL
RACING SQUIRRELS

Finished shop

playniac®

BANK

Cash   Current account   Savings account   Credit card

Go   Go   Go   Go

Change   Change

Your credit rating is 5

OK

See how this screen appears for new player

Mute

INTERNATIONAL
**RACING
SQUIRRELS**

Bank wireframe

playniac®

Monthly outgoings

Wages:	
Rent:	
Maintenance:	
Other:	
Wages:	
Rent:	
Maintenance:	
Other:	

Current account:

XP	Overdraft limit:	Fines: 10 + 5/day
0	100	
100	200	
250	350	
500	600	

Credit card:

XP	Credit limit:	Interest rate:	
0	100	20%	
100	200	17.5%	
250	350	15%	
500	600	12.5%	

Savings account:

XP	Interest rate:	
0	2%	
100	4%	
200	6%	
300	8%	
400	10%	

INTERNATIONAL

RACING SQUIRRELS

playniac

BANK

23,549
XP 7,707   L11
Y2 M7 D23

CASH   CURRENT ACCOUNT   SAVINGS ACCOUNT   CREDIT CARD

5189 9965 5531 6631

CASH	CURRENT	SAVINGS	CREDIT
	CHANGE	CHANGE	CHANGE
924	17,133	5,874	-382

TOTAL FUNDS: 23,549

INTERNATIONAL
RACING
SQUIRRELS

Finished bank

playniac

Squeaky Pete gets into a fight, trashing a night club. What do you do?

A

Pay 2,000 cones to fix the damage and bribe the press.

B

Do nothing and hope the story dies down.

Mute

'International Racing Squirrels' wireframe (C)2010/2011 Playniac

Storylets wireframe

the tattoo up in pub[...]

[/he] [...]

spotted in a tacky nightclub, getting intimate w[...]

All publicity is good publicity. Call some journalists and offer them the [...]

e 'real story' for a very decent price. [Squirrel]'s really happy with you, although [...]

can you expect? [S/he]'s in love.

mood + / focus -

not*the sort of thing you want your team to be associated with. Tell [Squirrel] to end the relationship.

be that wasn't the best idea. The tabloids would have forgotten abou[...]r in a bit, and [Squirrel]'s so angry

[...]] won't even speak to you, let alone turn up for training.

od – – / focus – –

Ah, young love. Leave them alone – it'll probably blow over.

[...]ncing around like a space hopper that's just won the lottery. Shame [s/he] isn't paying any attention

strength – / stamina -

[...]'ve come to you in a panic. [S/he]'s been appro[...] criminal gambling syndicate an[...]

[h[...] [...]that is, lose deliberately so they're guaran[...] their bets.

[...]d ++ / [...] / [...]ble!

[...]y seriously. You've helped catch some bad people. There's even a [...]

[...]better.

[...]his is highly illegal and very likely to [...]

[...]uirrel] g[...]rrested. [...]

MONEY TROUBLES!

The upkeep and garage fees for storing The Snowman's 20 classic cars are threatening to bankrupt you.

Insist he sells some of them?

OPTION A

Let him keep them but insist they stay outside, where their value will depreciate?

OPTION B

Keep the cars inside. It would be a shame to let them get rusty.

OPTION C

INTERNATIONAL

RACING SQUIRRELS

Finished storylets

playniac

Race wireframe

Countryside

3 **4**

FINISH

1
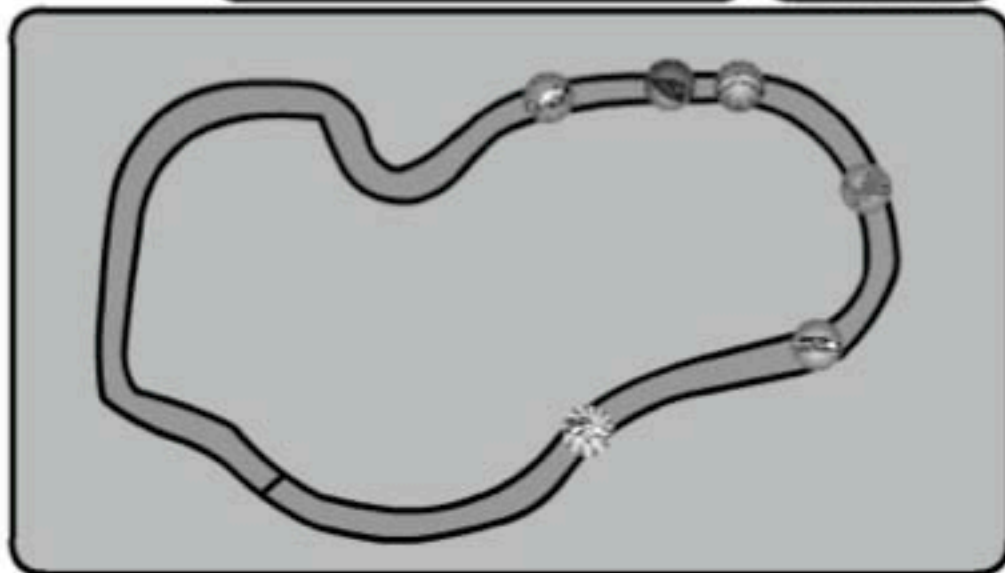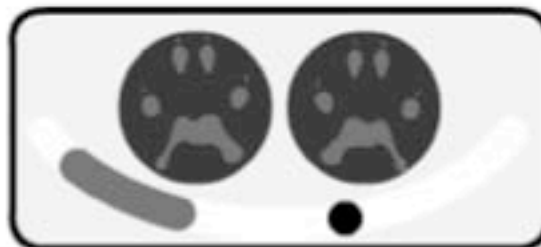
Opponent
STATS

Strength -5%
Mood -5%
Focus -5%
Stamina -5%

(Based on your stats)

Prize	Cash	XP	Stat boost	Fee
1st	300	7xD10	50% of D6	50
2nd	200	6xD10	50% of D6	**Energy cost**
3rd	100	5xD10	50% of D6	5xD10

Street Race

3

Team 1 Locked

2 **4**

FINISH

1
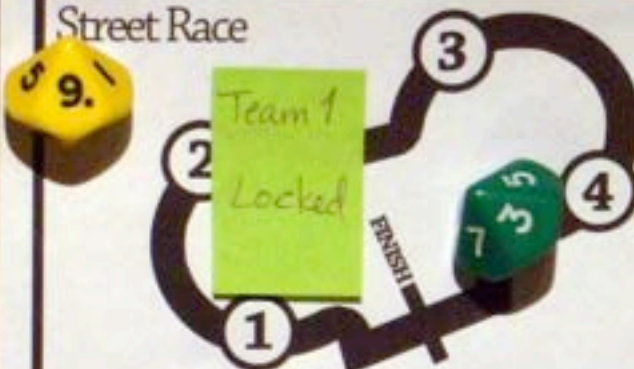
Opponent
STATS

Strength -5%
Mood 0%
Focus -5%
Stamina 0%

(Based on your stats)

Prize	Cash	XP	Stat boost	Fee
1st		8xD10	50% of D10	100
2nd		7xD10	50% of D10	**Energy cost**
3rd	200	6xD10	50% of D10	6xD10

Woodlands

3

1

FINISH

Team 2 Locked **2** Team 1 Locked

4
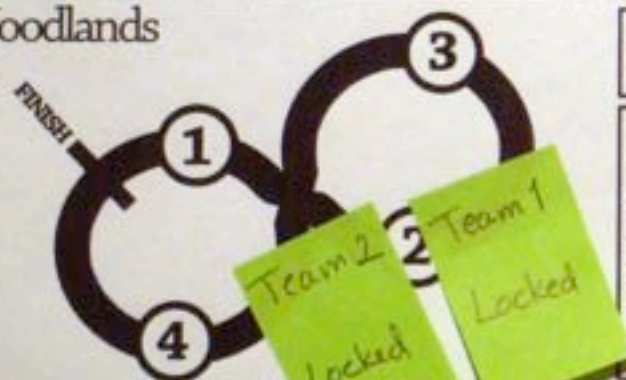
Opponent
STATS

Strength -5%
Mood -5%
Focus 0%
Stamina +5%

(Based on your stats)

Prize	Cash	XP	Stat boost	Fee
1st	600	9xD10	D6	150
2nd		8xD10	D6	**Energy cost**
3rd		7xD10	D6	7xD10

INTERNATIONAL
RACING SQUIRRELS

Desert

4 **1**

3 FINISH **2**

Team 2 Locked   Team 1 Locked

Prize	Cash	XP	Stat boost	Fee
1st	800	10xD10	D10	200
2nd	600	9xD10	D10	**Energy cost**
3rd	400	8xD10	D10	8xD10

Race – paper test

playniac

race calculator.xls

New Open Save Print Import   Copy Paste Format   Undo Redo   AutoSum Sort A–Z Sort Z–A

Sheets   Charts   SmartArt Graphics   WordArt

	A	B	C	D	E	F	G	H	I	J	K
1	**IRS paper test race calculator V1.00**										
2											
3	Type	Track (	You	Power	P1	NPC1	NPC2	NPC3	NPC4	NPC5	
4											
5	Streng	-5%	10	0	14	20	11	10	21	11	
6	Mood	-10%	13	0	19	20	21	20	9	20	
7	Focus	-5%	5	10	25	3	16	18	6	7	
8	Stamin	-5%	22	10	33	29	21	22	23	28	
9	Total				**91**	**72**	**69**	**70**	**59**	**66**	
10											
11	KO				FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	
12	Press F9 to recalculate										
13											
14											

Sheet1 +

Page Layout View   Ready

We cheated! Excel simulating 25 dice throws

COUNTRY SCRAMBLE

1 TUXEDO TIM

2 FLYING FILBERT

3 ELEGANT SUSAN

4 ELEGANT EDMUND

5 LOUDMOUTH SHADOW

6 PURPLE PUGH

LAP 2/3

2ND

FOR BOOST CLICK ON HERE OR HIT THE SPACEBAR
WHEN THE ACORN IS IN THE GREEN AREA!

FF ▶▶

INTERNATIONAL
RACING
SQUIRRELS

Race screen

playniac

JUNGLE TREE RUN

LAP 1/2

1ST

STAMINA BOOST

1	GREY GRIFTER	
2	THE SNOWMAN	
3	WAVY LOLA	
4	SQUEAKY NIGEL	
5	GREEN SIHAM	
6	DODGY CLAIRE	

FF ▶▶

USE ITEM

INTERNATIONAL RACING SQUIRRELS

Race screen

playniac

Aside: MDA model of game design

- Mechanics

- Dynamics

- Aesthetics

- Marc LeBlanc's game design workshop at GDC (www.8kindsoffun.com)

- Paper by Hunkicke, Zubek and LeBlank (www.cs.northwestern.edu/~hunicke/MDA.pdf)

playniac®

Paper Testing

- Does not convey game *mechanics*

- Establish game *dynamics* early

- Conveys substantial part of game *aesthetics*

- Easy format to refine and tweak game play

- Refine game balance early

- Fun way to test game *with no code*

playniac®

Overview

Introduction

A game without
software

Documenting games
• Use-cases
• Static wireframes
• Interactive wireframes

Balancing

User testing

Paper testing
• Overview
• Turning squirrels to paper

Wrap up

playniac®

International Racing Squirrels Alpha

School Report

Detailed analysis of user data

INTERNATIONAL RACING SQUIRRELS
CHARACTER DRAFT: #07
'INTRODUCING

"TARANTULA TALYA."

BIO: TARANTULA TALYA.

FASHION MODEL, SPIDER-FANCIER... CONTRACT KILLER? DID TALYA REALLY BITE A BURGLAR'S EAR CLEAN OFF? COURSE NOT. LOOK AT HER ADORABLE LITTLE TWITCHY NOSE.

Early character
sketch

INTERNATIONAL RACING SQUIRRELS
CHARACTER DRAFT #02
TARANTULA TALYA
(COLOUR BLOCK).

Early colour-
blocked artwork

NO GAIN NO GAIN

INTERNATIONAL
RACING
SQUIRRELS

playniac

INTERNATIONAL
RACING
SQUIRRELS

playniac
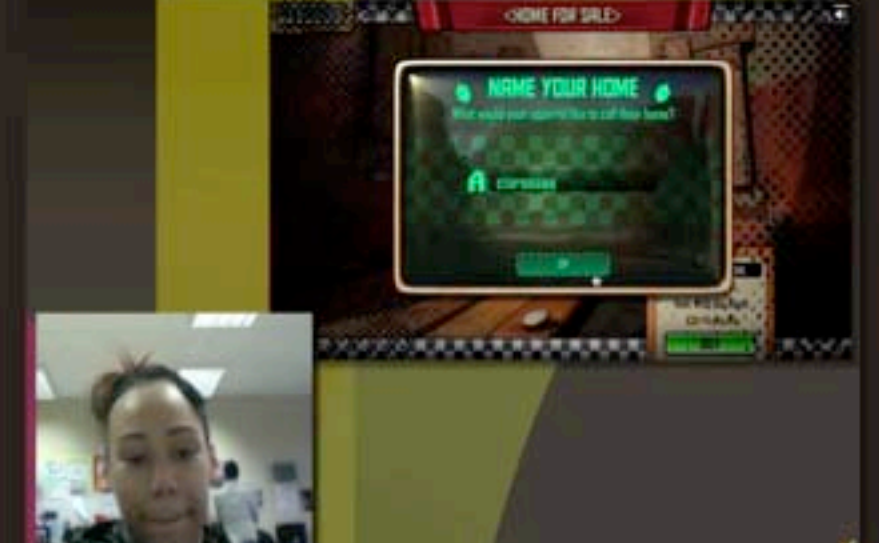
Video capture with game alpha

User Testing

- Be clear exactly what is being tested

- Test at several stages before and during build, from look and feel to alpha / beta

- Invaluable feedback direct from target audience

- Chance for dev team and design team to "see the game through new eyes"

- Very honest – be ready for heart-warming compliments and gut-wrenching criticism

- A lot of conclusions can be drawn from the results – don't ignore them!

playniac

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper

playniac®
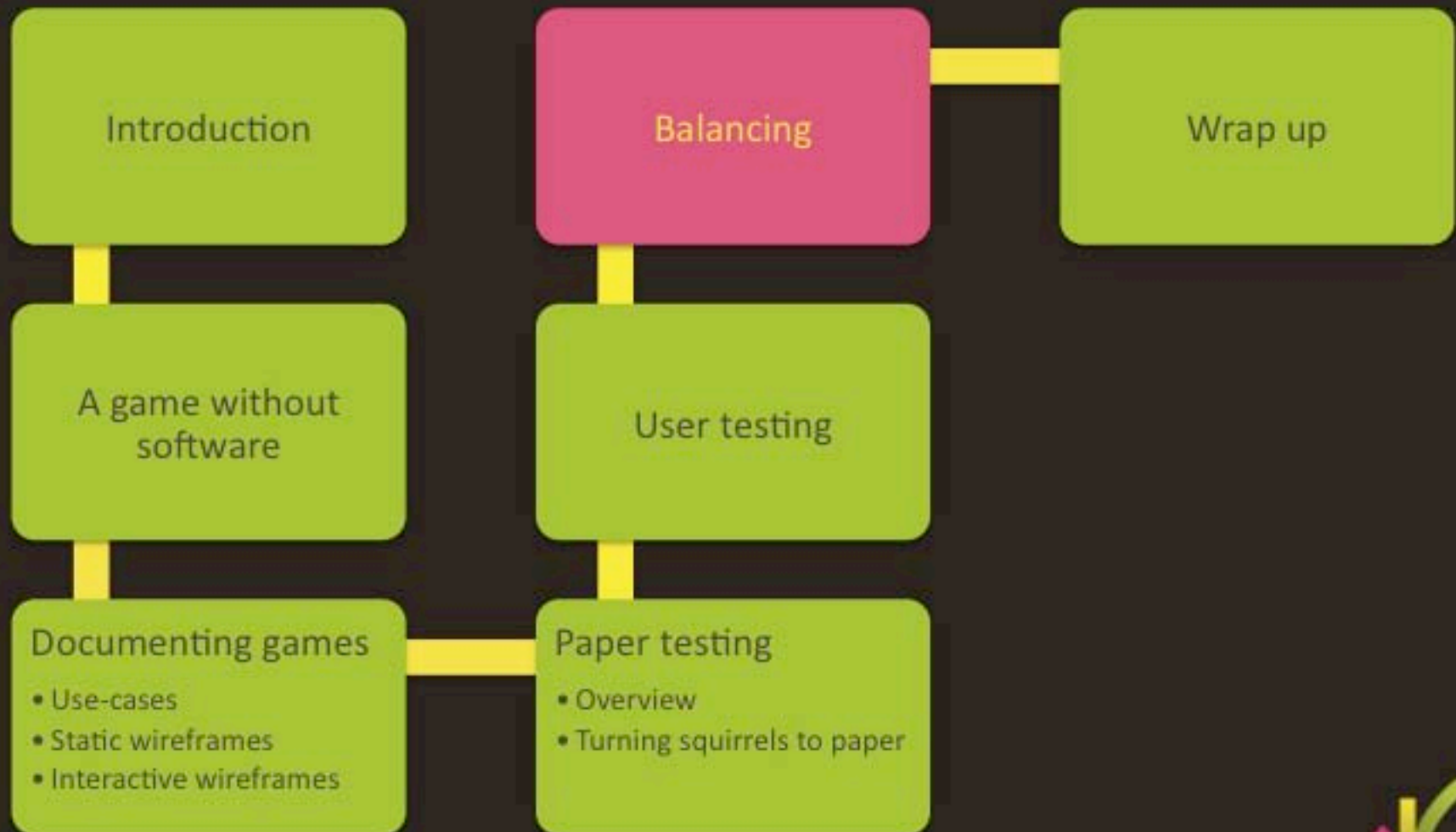
Balancing

At mission control we can tweak and tune settings in the game...

playniac®

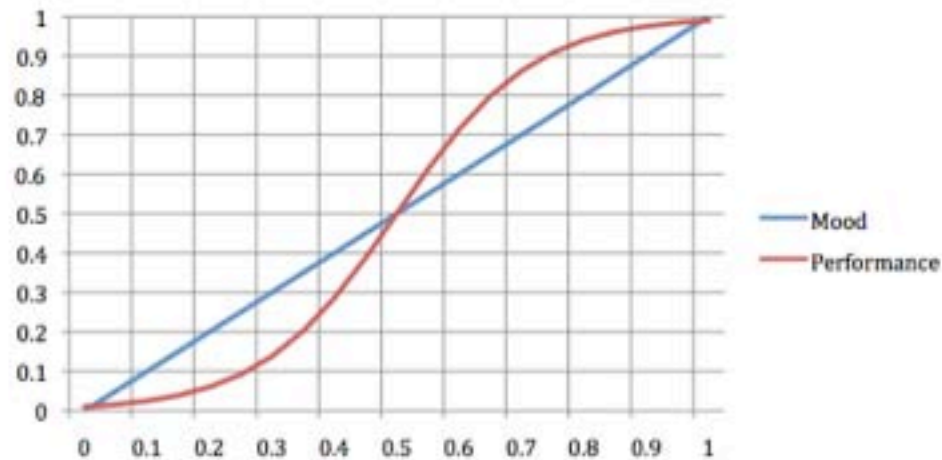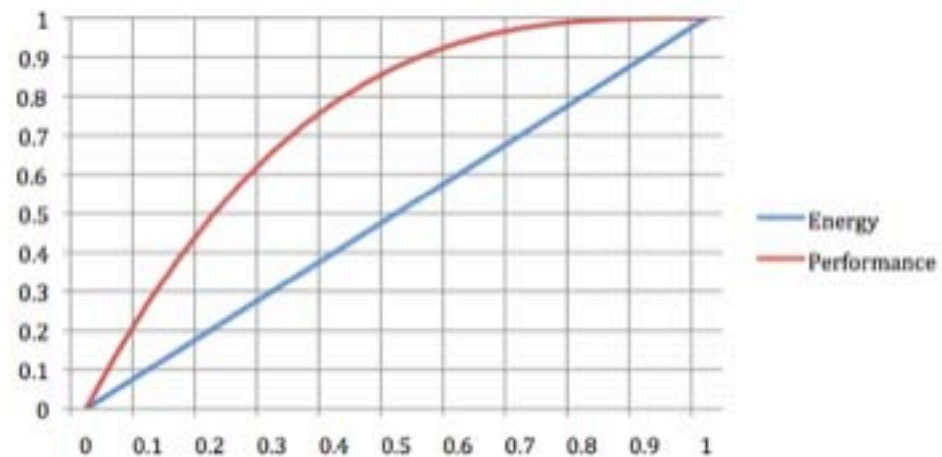...affecting our players who are far away, perhaps 8 or more hours of game-play in the future.

Courtesy of NASA

playniac

Equations for mood and energy

Performance vs mood

Performance vs energy

International Racing Squirrels
Main game cycle
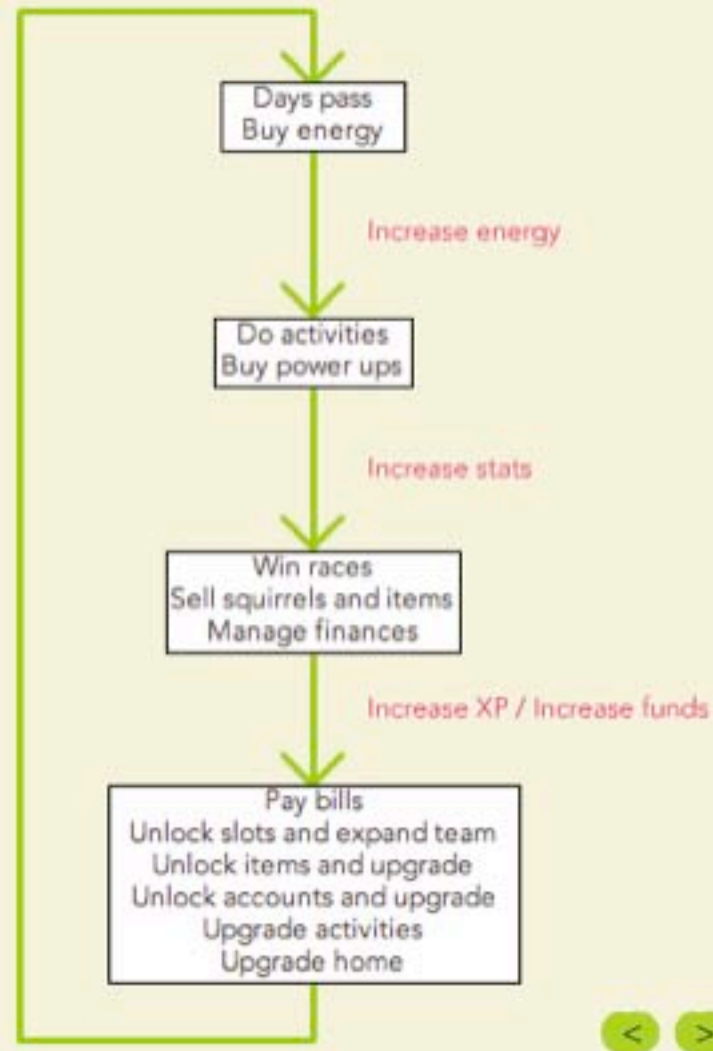
Advance in game

Notes

Energy increases each game day by an amount dependant on home level. Upgrading home costs more and gives more energy.

Energy only affects ability to participate in activities and races. It does not affect outcome.

Activities reduce energy and increase stats by random amounts. Upgraded activities use more energy with better results.

Races reduce energy and increase stats by random amounts. More advanced races use more energy with better results. They also earn more money and XP.

Good financial management and upgraded financial products enable funds to grow.

```
┌─────────────────┐
│   Days pass     │
│   Buy energy    │
└────────┬────────┘
         │ Increase energy
         ▼
┌─────────────────┐
│  Do activities  │
│  Buy power ups  │
└────────┬────────┘
         │ Increase stats
         ▼
┌─────────────────┐
│   Win races     │
│ Sell squirrels and items │
│  Manage finances │
└────────┬────────┘
         │ Increase XP / Increase funds
         ▼
┌──────────────────────────┐
│        Pay bills         │
│ Unlock slots and expand team │
│  Unlock items and upgrade │
│ Unlock accounts and upgrade │
│    Upgrade activities    │
│      Upgrade home        │
└──────────────────────────┘
```

< >

Energy / stats / xp / money cycles

playniac

Testing team

Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
64	**63**	**3,706**	**57.91**
% of Site Total: **3.46%**	% of Site Total: **34.43%**	% of Site Total: **1.76%**	Site Avg: **113.93 (-49.17%)**

	Event Label ⌄	None ⌄	Total Events ↓	Unique Events	Event Value	Avg. Value
1.	2		15	14	521	34.73
2.	3		10	10	286	28.60
3.	4		7	7	240	34.29
4.	6		6	6	365	60.83
5.	5		5	5	350	70.00
6.	7		5	5	308	61.60
7.	10		4	4	395	98.75
8.	9		4	4	197	49.25
9.	11		2	2	103	51.50
10.	12		2	2	226	113.00

Filter Event Label: containing ▲▼ [   ] Go   **Advanced Filter**

Go to: 1   Show rows: 10 ▲▼   1 - 10 of 13   ◄   ►

INTERNATIONAL RACING SQUIRRELS

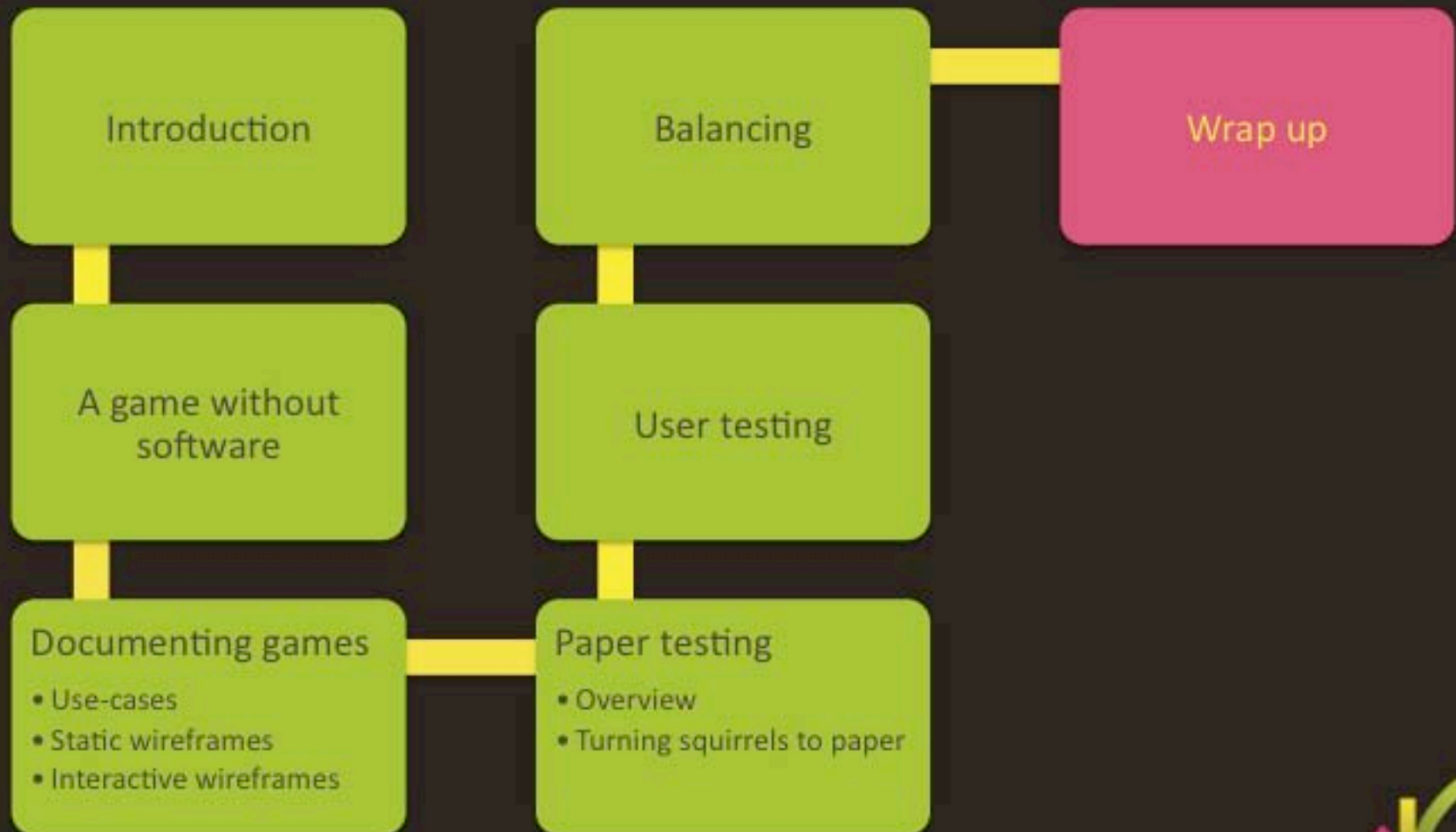Google Analytics: Minutes to XP level

playniac®

Google Analytics: Money at XP level

Balancing

- Start with a system-wide strategy and the right formulae

- Start with paper test findings

- Refine using the user test results

- Refine using testing company results

- Refine using using Google Analytics or any other data capture techniques

- Iterate until it's right

playniac®

Overview

Introduction

Balancing

Wrap up

A game without software

User testing

Documenting games
- Use-cases
- Static wireframes
- Interactive wireframes

Paper testing
- Overview
- Turning squirrels to paper

playniac®

Wrap up

- We have an arsenal of approaches available in our toolbox

- We can use them to understand, explore and play our games before and while we build them.

- Building games takes a long time – the more we can understand early on and before we start, the better.

- Use the lessons these techniques show us about our games to make them better!

playniac

International Racing Squirrels launches Autumn 2011

playniac®

Rob Davis

Creative Director

Playniac

Rob(at)playniac(dot)com

@rbdavis

www.playniac.com

@playniac

www.facebook.com/RacingSquirrels

@RacingSquirrels

Want to get involved in game design or game development? Come work for Playniac. Drop me a line.

'Cat On Yer Head' will be live at GameCity, Nottingham, UK, 26-29 Oct 2011

playniac®