GDC E3
Technical Solutions to
Crowdsource Playtesting Online
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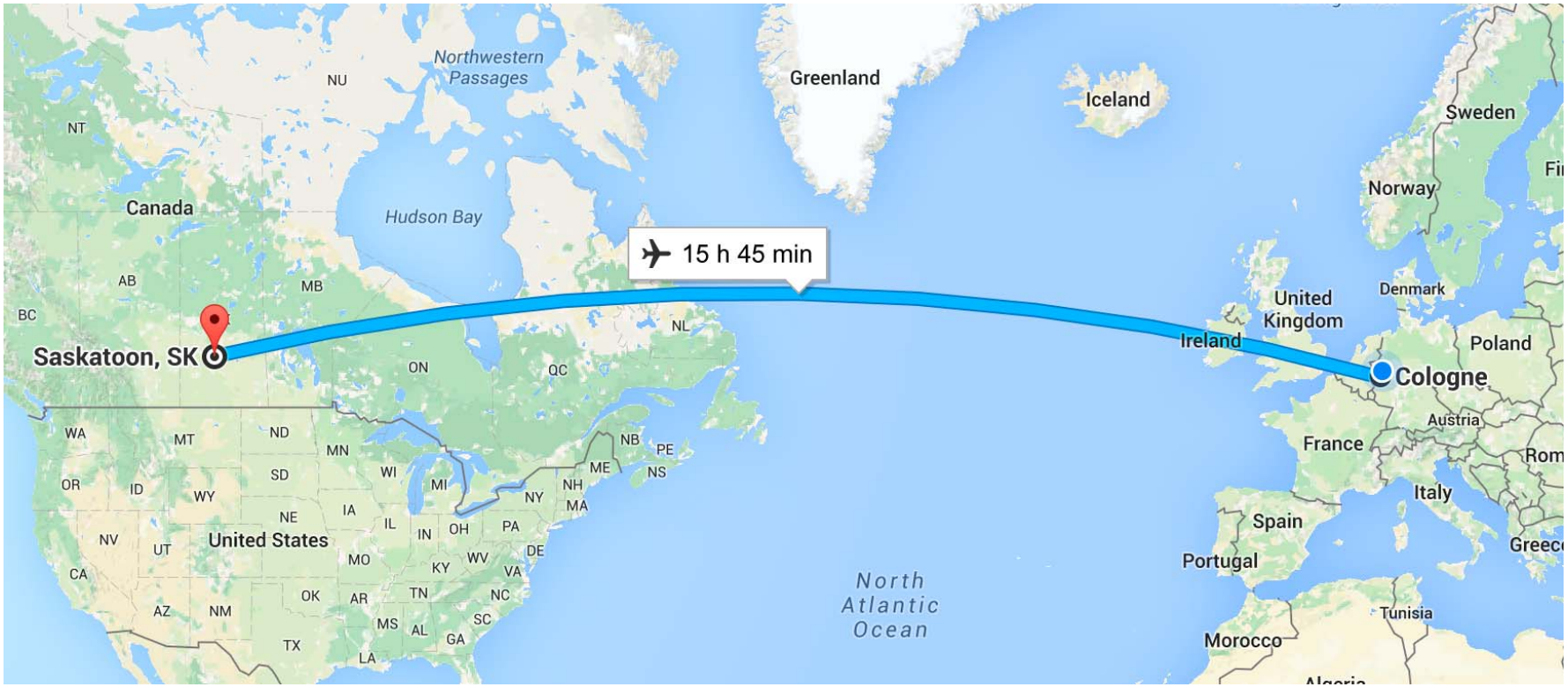
GAME DEVELOPERS CONFERENCE EUROPE COLOGNE, GERMANY · 15–16 AUGUST 2016
UBM


Northwestern Passages
Greenland
Iceland
Sweden
Norway
Canada
Hudson Bay
15 h 45 min
United Kingdom
Denmark
Ireland
Poland
Saskatoon, SK
Cologne
Austria
France
Italy
Spain
Portugal
United States
North Atlantic Ocean
Tunisia
Morocco
NU
NT
AB
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CA
KY
VA
OK
AR
TN
NC
AZ
NM
MS
AL
SC
TX
GA
LA
NB
PE
NS
ME
NH
MA

Computer Science
Rigorous Research on Games
Physiological Evaluation
...

Appearance
Personality
Attributes
Male
Female
Skin tone: 3/5
Hairstyle: 3/4
Hair colour: 3/4
Eye colour: 3/3
Upper clothing: 1/3
Select Shirt Colour
Lower clothing: 1/3
Select Pants Colour
Shoes: 1/2
Done
Continue in: 3:12

University Research aims to be **generalizable**

Game development aims to answer **game specific questions**

Angus hates Aliens | Team Stendec

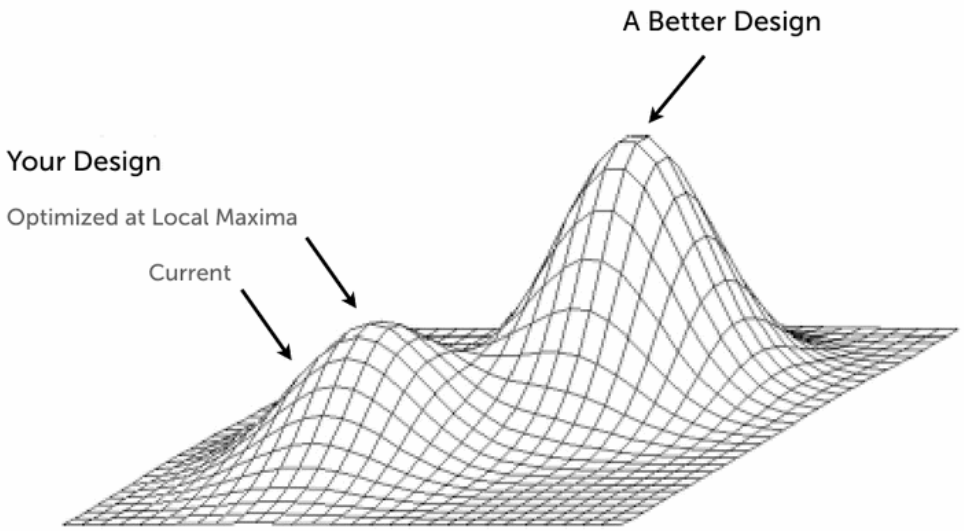
SONY
SELECT
START

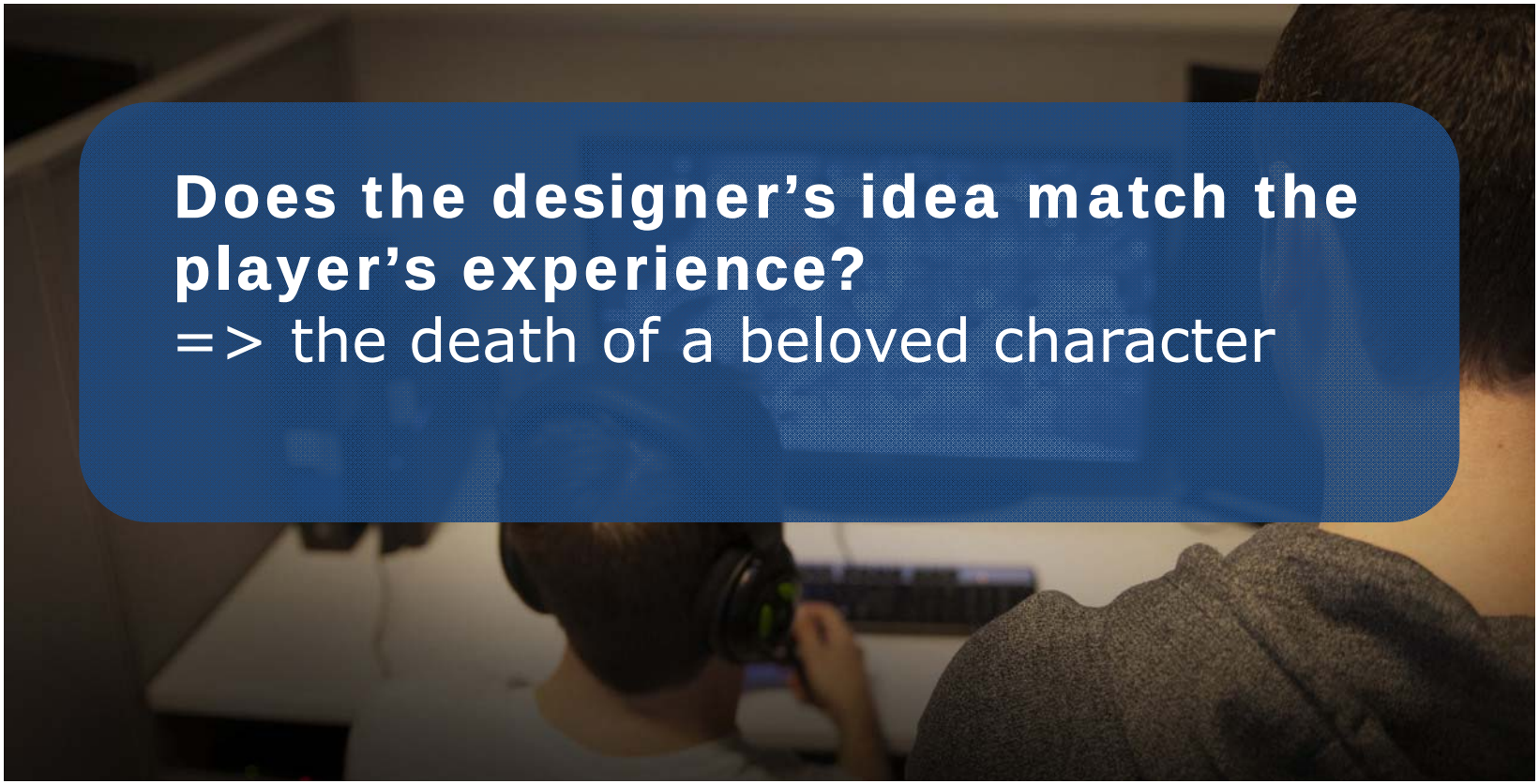
49
DISCARD
CONSUME
ISTOL BULLETS
53-100
AMMO FOR A STANDARD PISTOL.

How to improve?

What about developers?

How about play testers?



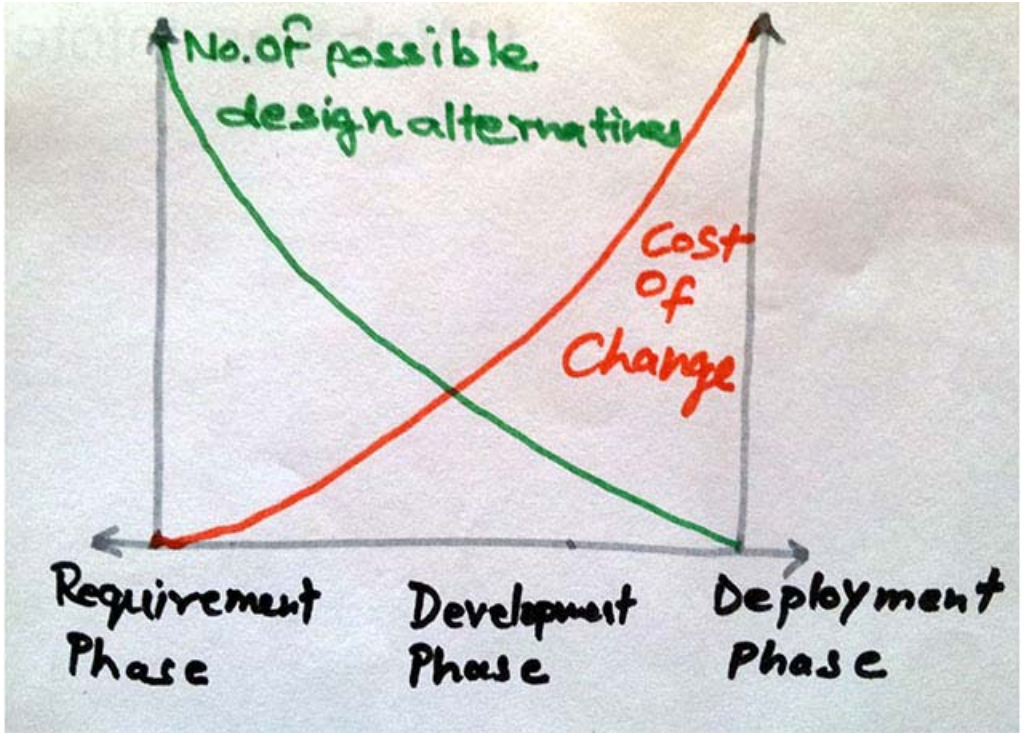

Does the designer's idea match the player's experience?
=> the death of a beloved character

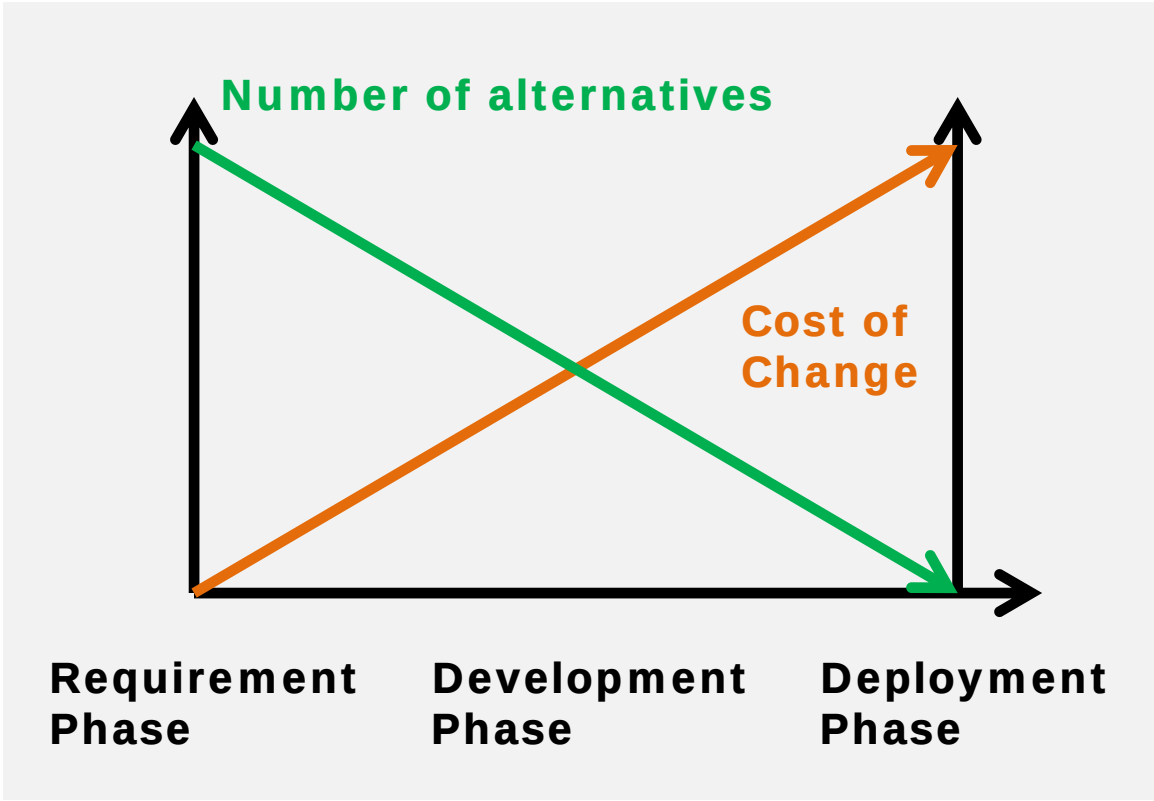
Hands up:
Who only tests with team-members?

Hands up:
Who also runs tests with friends and family?

Hands up:
Who runs planned play tests with paid participants?

Time & Money
!Core to your Product
Return on Investment?

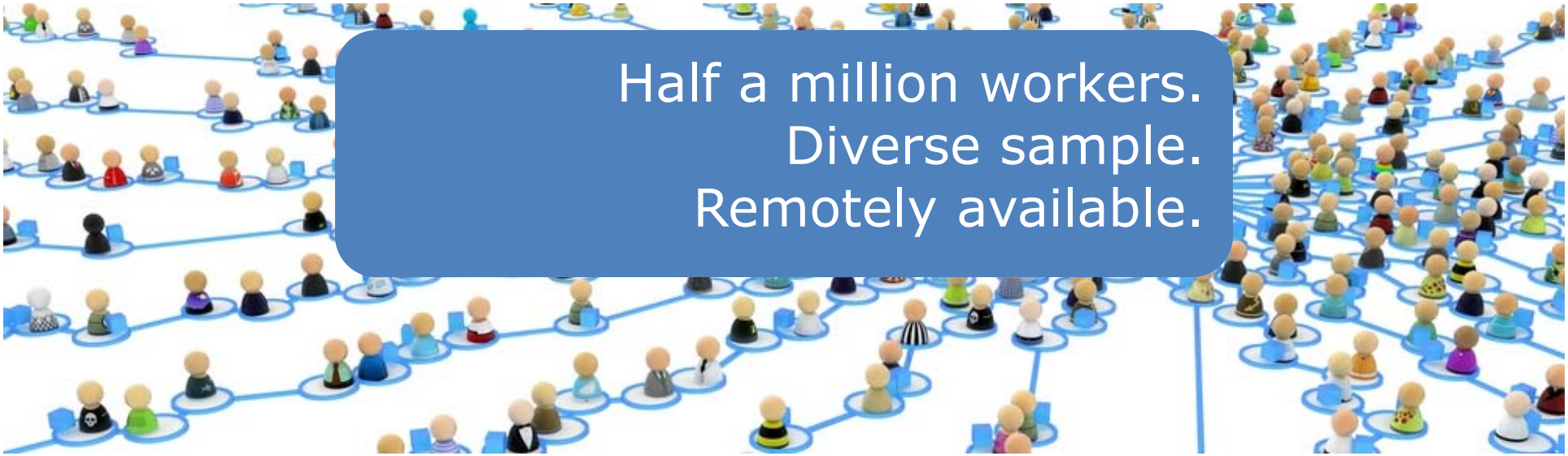

No. of possible design alternatives
Cost of Change
Requirement Phase
Development Phase
Deployment Phase


Number of alternatives
Cost of Change
Requirement Phase
Development Phase
Deployment Phase

NAILED IT!

1. Sample size
2. Logistics of scheduling participants
3. Physically present participants
4. Financial resources

Crowdsourcing


Half a million workers.
Diverse sample.
Remotely available.

The Worker

mean age ~ 35 years

~ 45% female / 55% male

~ 47% married / 40% single

~ 60% bachelor degree or above

~ 60% identify as playing games

N=400

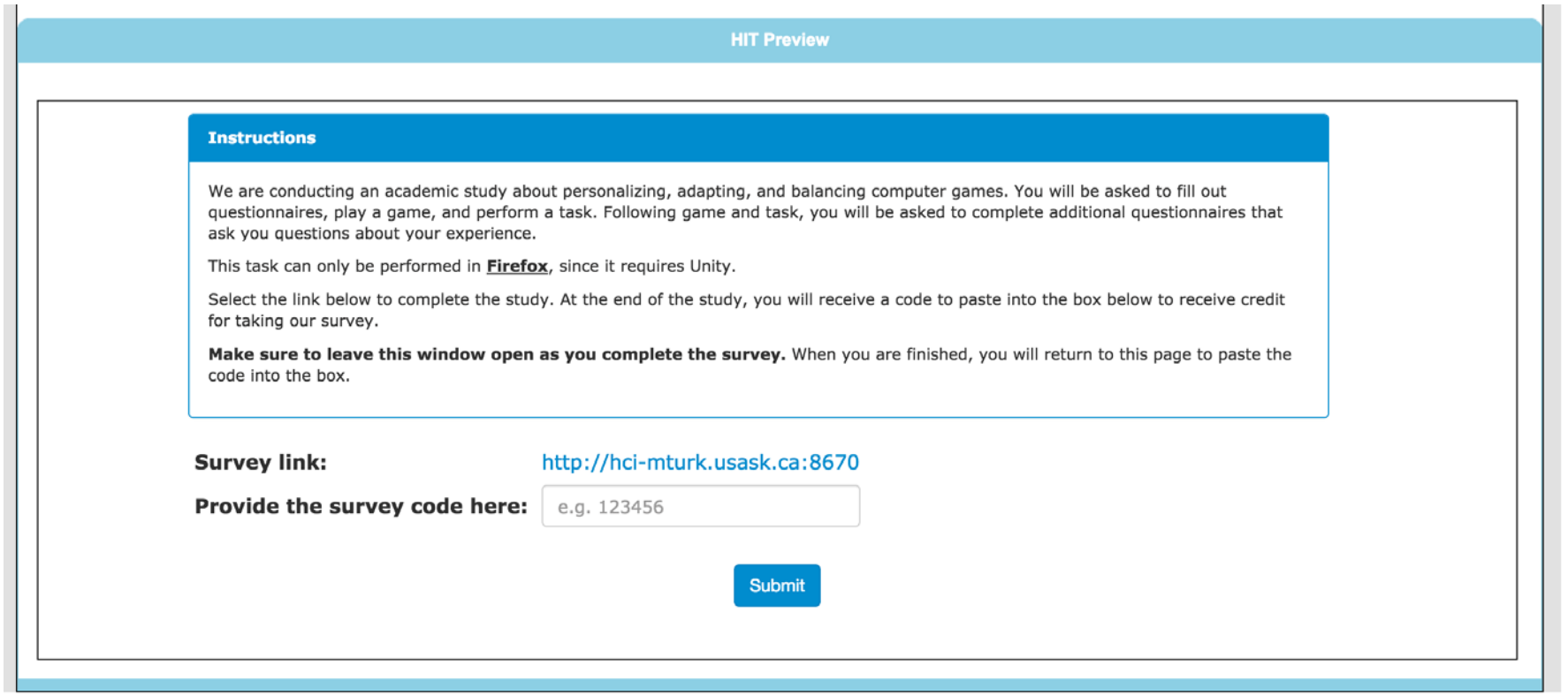
Accounts are valuable

Approval rate, e.g., 90%

No. of HITs approved, e.g. 20.000

Master worker – very high consistency, across HITs and requester

1. Increased access to participants
2. A diverse participant pool
3. Reduced time investment
4. Reduced testing costs


HIT Preview
Instructions
We are conducting an academic study about personalizing, adapting, and balancing computer games. You will be asked to fill out questionnaires, play a game, and perform a task. Following game and task, you will be asked to complete additional questionnaires that ask you questions about your experience.
This task can only be performed in Firefox, since it requires Unity.
Select the link below to complete the study. At the end of the study, you will receive a code to paste into the box below to receive credit for taking our survey.
Make sure to leave this window open as you complete the survey. When you are finished, you will return to this page to paste the code into the box.
Survey link:
http://hci-mturk.usask.ca:8670
Provide the survey code here:
e.g. 123456
Submit

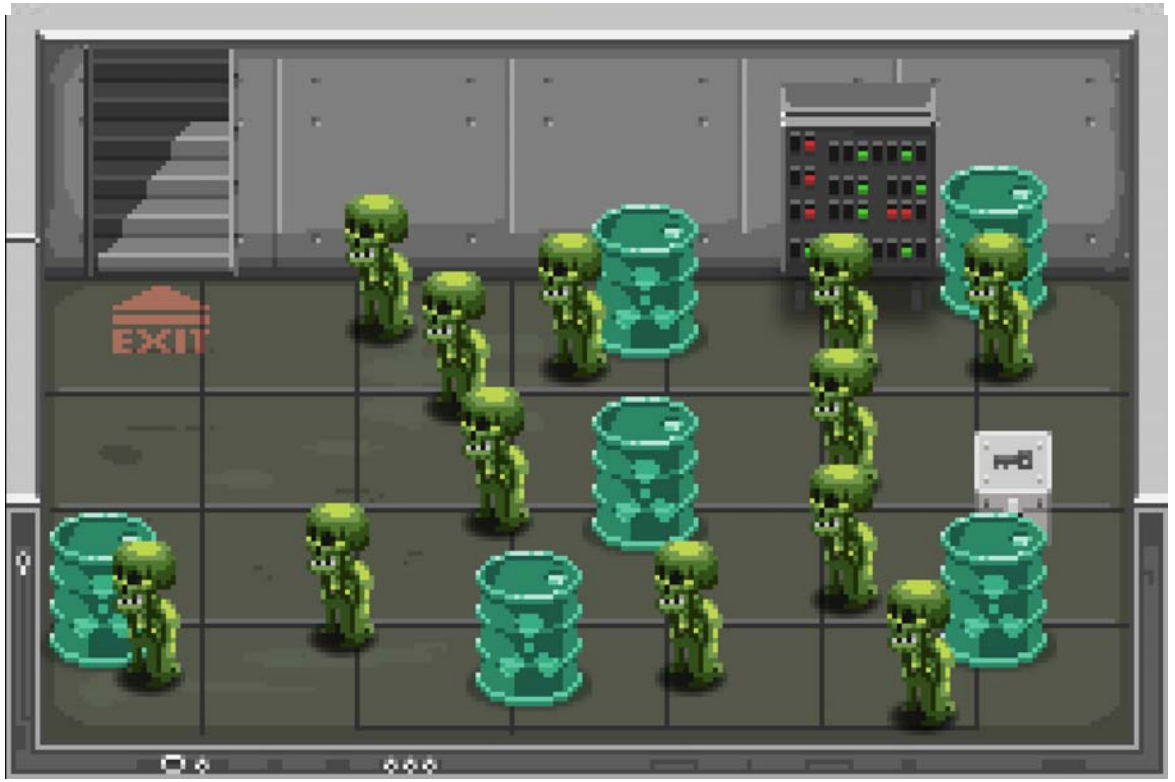
Recorded Play & Interviews

Surveys

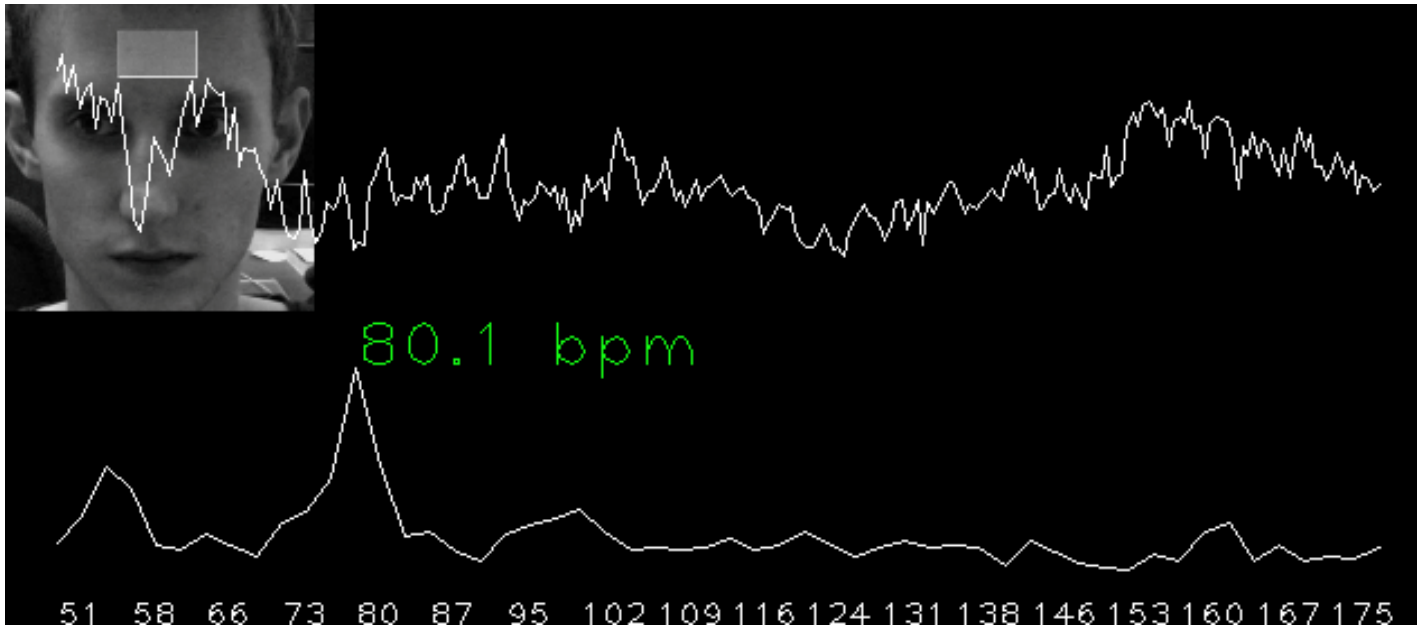
- Multi-purpose:
  E.g., Demographics, experience measures, written feedback etc.

Logging

Logging



Physiological Signals



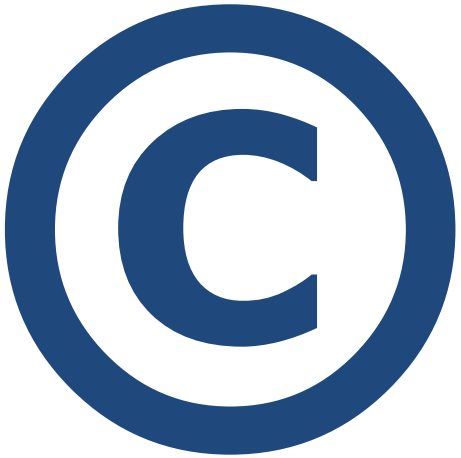
Awesome! So, no problems?

Multiplayer

- Cue workers
- Larger samples

Protect your Intellectual Property?!

- Difficult for AAA
- Protection?
- Visibility > concerns



Take away

Crowdsourcing playtesting:

- Gives access to playtests **independent of studio size**
- Allows to **test your game early on**
- Saves **time and money**

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