

Usability & New Player User Experience Testing



Need a better understanding of how players interact with your game? Need to encourage long-term subscriptions to your MMOGs?

Testronic Labs not only reveals barriers to entry but demonstrates features that deter players from becoming long term subscribers. In short, we provide you with solutions that increase game loyalty and drive sales.

Testronic Labs – Understanding Players and Building Sales

New Player Experience testing is a complex area where problems may range from purely 'hard' interface issues to more complex 'soft' issues surrounding user goals and motivations. Here are some of the areas where Testronic Labs can help:

- o **Instructions:** Players do not enjoy reading instructions, yet the role of the publisher is to help players successfully interact with the game as quickly as possible! We analyse customer responses to instructions, how they handle interactive training elements and how they use help from other players.
- o **Engineering quick wins:** We've identified that players need the validation of 'quick wins' in order to remain committed. We help customers build quick wins and enjoyable play into the early stages of the game.
- o **Maintaining interest levels:** As players gain mastery of the game, they need fresh challenges to remain interested. Testronic Labs helps publishers tailor games to meet player expectations, helping to increase sales and maximise long term revenues.



- o **Protecting new players:** In a competitive environment, it is also important to prevent new users from being beaten by existing users. We help our customers build strategies to protect new players, increasing their enjoyment of the game and encouraging commitment.
- o **User journey testing:** We track players as they follow a 'user journey' from registration, to learning and playing the game. This in-depth, ethnographic approach enables us to gain a real understanding of player motivations.
- o **Point in Time usability testing:** We perform tests at specific moments in the game, enabling us to test particular elements of the interface and identify more of the 'hard' interface issues.
- o **MMO and online games:** We deliver specific point in time usability testing for MMOGs and online games.

Delivering our Results

Testronic Labs will produce a full written and verbal report on the outcome of our tests. This will help you understand any barriers to entry and assist in the retention of players.

The Right Result

Testronic Labs' usability and New Player Experience testing will make your game or MMOG easier to access and more appealing to new players, leading to increased subscribers and extra revenues.

sales-tl@testroniclabs.com
www.testroniclabs.com



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