

# in DEV



- + Market Analysis
- + Concept Evaluation
- + Game Evaluation
- + Mock Review
- + Syndicated Teardown

# EXPERT EVALUATIONS

## ? Why Use Third-Party Experts?

By bringing in third-party experts, you will receive **unbiased feedback** that's free from internal discussions and debates. We provide **fresh eyes on a project** that can help identify issues and opportunities of which your team **might be unaware**. **Current and future-focused**.

## How Experts Complement Other Research Methods

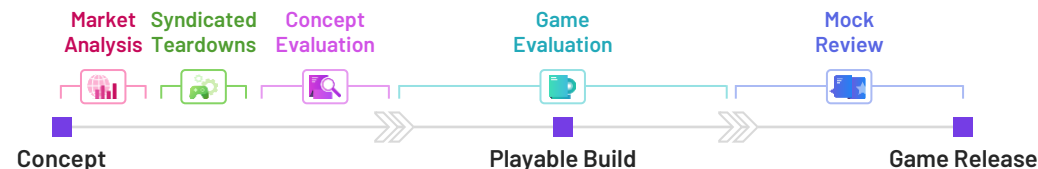
### Expert Feedback

- A need for **expert recommendations** to improve your product.
- **Provide feedback** on the entirety of the available experience, including revisiting multiple areas.
- Perform **deep diagnostics** to answer questions concerning your and your competitors' products.

### Focus Groups / Playtests

- Receive feedback from individual consumers on their experience.
- **Provide feedback** from a focused experience into specific areas of the game.
- Learn how player **needs and desires** are being met (or not) by your and your competitors' products.

## inDev Suite of Services



All expert reviewers must have **at least 5** years experience in evaluating game concepts or conducting game evaluations and mock reviews.

For mock reviews, we achieve **90%** consistent Metascore predictions within 3 percentage points.

As a team, Interpret has conducted over

**1,000** reports across our suite of inDev services.

Our family of inDev services provide the **WHAT**, the **WHY**, and the **SOLUTION**.



# MARKET ANALYSIS



## Overview

Market Analyses help you better position your game, franchise, or portfolio when **exploring new markets, platforms, or game genres**. These reports leverage data from Interpret's syndicated offerings, industry expertise, and desktop research to provide key information such as **unique market perceptions of a target**

**game/franchise/genre, revenue trends, marketing, distribution, monetization strategies, government regulation, and player profiling**. Our analysts' expertise is bolstered by their deep category intelligence, unique backgrounds, and the trends Interpret has researched across 28 different countries since 2006.

## Best Use In Dev Cycle

Pre-Production	Beta
Early Production	Near Master
Alpha	Post Release

## Target Stakeholders In

Public Relations	Production
Marketing	Executives



## Cost

**\$10,000 to  
~\$25,000\***

\*Depending on the depth and breadth of questions and markets or genres examined.



## Questions Answered

- What is the size of the market and genre trends?
- What are the successful business models for leaders in this market?
- What are the underlying reasons for platform preferences in this market?
- What genres and franchises are popular and growing in this market?
- What overarching design trends can be found between various leaders in the genre?
- What does a specific game/franchise require to succeed in this market?
- How do gamers in this market resonate with the features associated with your game/franchise?
- Who are the players of your game/franchise/genre, and where can they be found?
- What barriers must be overcome for your game/franchise to succeed in this market?



## Who Conducts?

An expert analyst with **5+ years** of experience examining trends for the genre, platform, and market of interest.



## Assets Needed

**None**



## Start to Finish

**2-3 weeks** upon commencement



# MARKET ANALYSIS

## ✓ Reasons to Consider a Market Analysis

- Inform internal stakeholders on needs to succeed within the genre, platform, or market.
- Understand the broader forces behind trends in the target space.
- Strengthen your team's input when meeting with partner companies.
- Make more informed decisions when entering the new target space.

## ☆ How a Market Analysis Can Help

- Learn key insight on market sizing and performance trends within the genre, platform, or market.
- Identify player preferences in the way they play and spend.
- Understand how design trends among leaders can be translated to your game.
- Profile players to learn their demographics and preferred social media platforms.
- Uncover unique market perceptions, barriers to success, and opportunities for your specific game, franchise, or broader portfolio.

**Our expert evaluators leverage industry expertise, Interpret's syndicated data, and desktop research to provide nuanced insight on market trends to help you make more informed decisions when entering a new market, platform, or genre.**

**Download a  
Sample Report!**



# CONCEPT EVALUATION

in  
DEV

interpret



## Overview

Concept evaluations are a great opportunity to bring in experts to **provide actionable feedback to support greenlighting decisions, concept direction, and marketing strategy**. Interpret will examine pitch decks, mood boards, and concept footage to assess the concept's **strengths and risks based on the**

**intended game design**, the genre and demographic that it is targeting, and the market at the time of its release. These unbiased third-party assessments help teams course correct to ensure the game concept is engaging, fun, innovative, and to the target market's expectations.

## Best Use In Dev Cycle

Pre-Production	Beta
Early Production	Near Master
Alpha	Post Release

## Target Stakeholders In

Public Relations	Production
Marketing	Executives



## Cost

**\$10,000 to  
~\$15,000\***

\*Depending on playtime and number of analysts required (e.g., for multiplayer, co-op, etc.)



## Questions Answered

- Is this concept sound, fun, and likely to be successful?
- What can be done to make it more interesting, fun, and compelling to likely players?
- Are there any major concerns with the concept?
- How unique is the concept compared to current or expected trends?
- What monetization models should be considered (or avoided)?
- Who is the likely target audience?
- Who are current key competitors?
- Are the systems as outlined compelling?
- What platforms should be considered?
- Are there particular issues unique to the release window in which the game is set to launch?



## Who Conducts?

An expert analyst with **5+ years** experience analyzing and reviewing **at least 50** game concepts.



## Assets Needed

**Concept Pitch Deck**



## Start to Finish

**1-2 weeks** upon asset delivery



# CONCEPT EVALUATION

in  
DEV

interpret



## Core Coverage Areas



### Greenlight

- Help identify risks in planned design that could hinder the game's potential to inform greenlight meetings / milestones.



### Core Design

- Core loop analysis – is it compelling in the short and long-term for players?
- Can the current planned design hit KPI goals?



### Competitors

- Analyze current design plan against competitors and future competitors.
- Extrapolate future consumer needs and expectations given current competitive and market trends.



### Business Model

- Analyze current business model, price points, and monetization offerings.
- Recommendation on improving monetization offerings.



### Unique Selling Points

- Challenge your concept's USPs, identify risks, and help your team find ways to fully own the USPs.



### Authenticity / Culturalization

- Feedback on potential issues with authenticity or culturalization.
- Considerations provided by a diverse team of analysts with varying backgrounds, including cultural anthropology.



### Brands / IP Licensing

- What IP / license (if any) should be featured in the game?
- What are the consumer expectations of the IP / license?
- What are the strengths and weaknesses of the IP / licenses being used?

Download a  
**Sample Report!**





# GAME EVALUATION

in  
DEV

interpret



## Overview

Game evaluations are aimed at delivering **development-focused feedback** to fine tune a game as it is being developed. By playing through the game, Interpret's experts provide feedback on areas like the **Production Values, Immersion, and Three C's** (characters, control, camera), calling

out strengths and weaknesses for each area along with suggestions on how to improve them. Each evaluation provides a **multitude of actionable recommendations** to improve the game, along with what reception it will face from critics and genre enthusiasts.

## Best Use In Dev Cycle

Pre-Production	Beta
Early Production	Near Master
Alpha	Post Release

## Target Stakeholders In

Public Relations	Production
Marketing	Executives



## Cost

**\$15,000 to  
\$25,000\***

\*Depending on playtime and number of analysts required (e.g., for multiplayer, co-op, etc.)



## Questions Answered

- What are the game's key strengths and weaknesses at this stage of development?
- Are there any issues with the game's overall feel, balance, progression mechanics, economy, pacing, narrative, etc.?
- How does the game stand out against its competitors in the genre?
- What are critics and players likely to say about the game?
- What should be the focus of remaining development time and budget to maximize the game's overall quality?



## Who Conducts?

An expert analyst with **5+ years** experience who has conducted **at least 50** game evaluations.



## Assets Needed

**Playable Game Build**



## Start to Finish

**2 weeks** upon asset delivery



# GAME EVALUATION



## Core Coverage Areas



### Production Values

Assessment of game graphics and audio (supporting, soundtrack, and voiceover), with additional feedback and analysis on HUD and UI elements.



### Innovation

How much a game stands out and introduces new ideas. This can include innovation within its genre, narrative, or gameplay, as well as hybridization of genre elements.



### Immersion

The degree to which the game draws players into the experience. Issues or design decisions that pull players "out of the moment" and break immersion.



### Core Systems

The fundamentals of the game's design - core loops, mechanics, balance, difficulty, and the in-game economy / progression systems (if any).



### Three C's: Characters, Controls, and Camera

How the game feels to play, how characters / and inputs handle, and the ease with which players can master the controls of the game.



## Reasons to consider a Game Evaluation

- Receive an objective expert third-party opinion on the current state of the game.
- Help validate or challenge internal opinions.
- Identify where to focus development to achieve the highest impact on the game's quality.

**Our evaluators are used to working on games in development and know when to ask questions – you won't receive feedback on known issues or areas of the game where no feedback is requested.**



## How a Game Evaluation Can Help

- Provide deep, nuanced, and actionable feedback on all five core coverage areas.
- Provide a minimum of 15 strengths, 15 weaknesses, and 15 recommendations per game evaluation.
- Identify the areas of risk to the game's development, while providing critical suggestions.
- Identify area of weakness that players and media may seize upon and provide recommended solutions on how to improve them.
- Indicate where you should focus your efforts given the remaining development schedule.

Download a  
**Sample Report!**





# MOCK REVIEW



## Overview

Mock reviews let you know what sort of **reception your game will receive from players, social media, and the press.** Unlike mock reviews from freelancers or smaller outlets, our product focuses on the **totality of the review landscape** and leverages our expert understanding of the space and trends to predict scores and reception **instead of relying on a**

**single analyst's opinion of the game.** While our analysts will make judgment calls about the quality of the game and the gameplay experience, our mock reviews speak to how the game will be received by the full market upon release – which allows you to make informed marketing and PR decisions based on our feedback and recommendations.

## Best Use In Dev Cycle

Pre-Production	Beta
Early Production	Near Master
Alpha	Post Release

## Target Stakeholders In

Public Relations	Production
Marketing	Executives



## Cost

**\$7,500 to  
~\$15,000\***

\*Depending on playtime and number of analysts required (e.g., for multiplayer, co-op, etc.)



## Questions Answered

- How is the game going to be received by the press and players?
- What is the average review score the game can expect?
- What parts of the game will resonate with critics and players? How should we emphasize these with marketing?
- What parts of the game will be called out negatively by critics and players? Is there anything we can do with marketing to soften the blow? Should we consider addressing them in a patch?
- What parts of the game stand out as definitive sections / highlights that we can use in marketing and previews?
- What parts of the game (if any) might come off as disappointing and should not be considered for marketing and previews?
- Are there any aspects of the game that could generate controversy with the press? What can we do to mitigate / avoid?



## Who Conducts?

An expert analyst with **5+ years** experience who has conducted **at least 50** mock reviews.



## Assets Needed

**Latest Game Build**



## Start to Finish

**1-2 weeks** upon asset delivery



# MOCK REVIEW

## ✓ Reasons to Consider a Mock Review

- Inform your team of the expected reception among reviewers (press, media, and users).
- Predict the key take-aways that reviewers will likely consistently summarize or mention.
- Inform marketing and messaging in advance of release, helping you control the narrative.
- Identify areas for day one or early post-launch release patches.

## ☆ How a Mock Review Can Help

- **Predict the aggregate review score within 3 percentage points with 90% accuracy.**
- Identify what the market is likely to say in aggregate.
- Provide recommendations on how to capitalize and compensate in advance of receiving critics' consensus.
- Inform how to deal with hands-on demonstrations or reviewer sheets.
- Identify in advance the areas that may need a day one or post-release patch to prep Marketing and PR on appropriate messaging.
- Receive a presentation-ready document to share internally that summarizes potential market reception.

Our expert evaluators will play through the build provided and provide deep, nuanced feedback from the perspective of what **the market** is likely to say – **not what they, as a single person, feel about the game.**

Download a  
**Sample Report!**



# SYNDICATED TEARDOWN



## Overview

Understanding breakout successes is vital to keeping a games team ahead of trends currently shaping the industry. Similarly, teardowns of games from other genres – or those that have turned a rocky launch around – can spark ideas for how to improve your own game.

Our syndicated teardowns are an excellent tool to help with design questions. They are produced by Interpret's team of inDev game experts and present a deep yet accessible summary of key titles shaping trends in the industry. Each syndicated teardown examines and deconstructs a key title that's generating headlines in the industry.

## Best Use In Dev Cycle

Pre-Production	Beta
Early Production	Near Master
Alpha	Post Release

## Target Stakeholders In

Public Relations	Production
Marketing	Executives



## Cost

**\$10,000**

If purchased individually

**\$7,500**

If purchased as a bundle



## Questions Answered

- Why is this game worth paying attention to and what makes it work?
- What are the fundamental gameplay aspects that contributed to its success?
- What are the key learnings and takeaways we can learn from this game?
- What areas for improvement are there in the game?
- What marketing learnings can we learn from this game's approach, performance, and appeal?
- Why did the game win over players and the press?
- What mechanics/systems are there for us to know about in this game?
- What was the competitive genre landscape that the game launched into?



## Who Conducts?

An expert analyst with **5+ years** experience analyzing and reviewing **at least 50** games.



## Assets Needed

None



## Start to Finish

Immediately available



# SYNDICATED TEARDOWN

in  
DEV

interpret



## Core Coverage Areas



### Understanding – What, Why, and How

- Understand what made the game successful, how aspects of its design stood out to players (and the press), and – if applicable – how it turned a rocky launch around and won back player and critic trust.



### Core Design

- Get a reading on what the most interesting and innovative parts of the game are. Learn what it does best.



### Key Learnings

- Three to five takeaways that summarize the game's approach and success.
- Recommendations for how these takeaways can be made applicable to another game.



### Areas for Improvement

- Learn how the game could have gone further to enjoy even greater success.
- Identify opportunity areas where another game could improve upon what was done well.



### Game & Genre Overview

- Understand genre expectations that the title needed to meet. Learn how the game met a need that players couldn't find elsewhere.



### Market Overview

- Understand what the game's launch environment looked like and what challenges it faced.
- Learn how the game differentiated itself from competitors to draw player attention to it.



### Marketing Learnings

- Learn from the game's approach to marketing?
- Understand what about the game resonated most with players, and use this to inform your own marketing decisions.

Download a  
**Sample Report!**