

# **POWER UP** YOUR GAMES WITH RESEARCH

Leverage Deep Expertise Across the Entire Gaming Experience With Sutherland's Playtesting and Games Research Services.

More people than ever are joining the world of gaming. Exponential growth and increasing competition makes for a fierce playing field. To stand out amongst the crowd, you need to set your game apart with unique and memorable experiences.

## **INTELLIGENT INSIGHTS TO ADVANCE YOUR GAME**

Conducting research at the right time with a suitable methodology can elevate your game. We'll help you determine when's the best time to test and what methodology will deliver the actionable insights you need to proceed. Expedite game development, improve player retention, reduce risk, and create new revenue opportunities.

Buff your team with our deep domain expertise. At Sutherland Labs, we combine 10+ years of game research experience with purpose-built labs to generate intelligence that drives growth. We can help ensure the games you publish are engaging, meaningful, and memorable.

## **TRANSFORM GAMING WITH IMPACTFUL PLAYER-CENTRIC RESEARCH**

With the right partner, you can elevate your player and development experience:

- Seamlessly overcome resource, capacity, and time challenges
- Gain meaningful insight into your existing and expanding player bases
- Increase game loyalty and lifetime value to grow revenue

## **PLAYING TO WIN**

Your success is more than a game to us. We are motivated to help you realize your vision and make your game a success. Our specialized team and bespoke technical setups will help unlock the rich insights you need.

Our labs in London and San Francisco feature two-way mirrors, multi-camera views, input tracking, and private livestreaming to view sessions without impacting gameplay. We are also founders of the UX Alliance, a global collective of agencies who provide local research in over 180 countries. Our international partners will ensure that your game is enriched with local expertise.

## SUTHERLAND'S SPECIALIZED PLAYTESTING AND GAMES RESEARCH SERVICES

We have a suite of research methodologies that we tailor to our clients depending on the types of insights they need and where in the development pipeline they are.



### Concept Testing

Reduce risk through concept testing sessions with your player base to validate the creative direction of your game such as:

- / Early art direction
- / Narrative
- / Game mechanics



### Playtesting

We observe, document, and analyze gameplay with real players and deliver actionable insights to help your team make evidence-based decisions. Following playtesting, we conduct follow-up interviews to qualify observed player behavior. Our playtesting services include:

- / Simultaneous in-person playtesting
- / Remote playtesting
- / On the go testing in players' homes or community



### Diary Studies

Monitor and measure player behavior and engagement through multi-week or month-long testing. We deliver player-centric insights that help you pinpoint what aspects of your game keep players engaged by:

- / Tracking real player behavior in their natural environment
- / Collecting player feedback at multiple stages
- / Detecting trends and patterns overtime



Sutherland is deeply invested in the success of your game. We immerse ourselves in your game, vision, and goals to provide you with comprehensive research and produce actionable insights.

**Focus on the end-game. Leave the research to us.**

We make digital  
**human**<sup>™</sup>

[sutherlandlabs.com](https://sutherlandlabs.com)  
[games@sutherlandlabs.com](mailto:games@sutherlandlabs.com)



Sutherland is an experience-led digital transformation company.

Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another.

We call it One Sutherland.

