

New gameplay testing from Serco Games Research goes beyond traditional QA

Submitted by: Serco Usability Services

Wednesday, 25 February 2009

Serco Games Research (<http://www.sercogamesresearch.co.uk/>) (SGR) has launched a range of services designed to go beyond traditional QA testing and focus groups. The services help developers understand what works for the end users before the game is released, and before substantial development costs are incurred.

Drawing on usability and user experience research techniques, SGR's bespoke range of services are specifically targeted at the games industry, and include concept development, storyboarding, gameplay reviews and gameplay user testing.

Ben Weedon, Head of SGR, says, "There's often a danger that developers are so immersed in a project that they have difficulty seeing it from the gamers perspective. Control mechanisms are a good example of this – how can developers guarantee that potential control actions are intuitive to the gamer? We can help developers by running game prototypes past users while still at beta stage, allowing them to refine the game during development rather than merely catching bugs at a later, more costly, stage of development".

SGR have dedicated game testing studios in central London, and international partners to conduct research worldwide. In recent years they have conducted research for Microsoft and Sony Computer Entertainment, and recently became the first UK usability company to become authorised as a Nintendo DS development supplier.

Contact:

Gemma Wisdom, Marketing Manager

T: 020 7421 6480

E: gemma.wisdom@serco.com

About Serco Games Research

Serco Games Research (SGR) is a sub group of Serco Usability Services that offers user research services for console manufacturers, games developers and publishers.

We work with clients to ensure that the games they create make sense to the end gamers, and are fun. We identify issues that work, or that need addressing, early in development, saving development time and money. We also have our own state-of-the-art game testing facilities in central London.

To find out more about our services visit: www.sercogamesresearch.co.uk.