

### FEATURE RESONANCE TESTING

Feature resonance tests with Solsten provide valuable data on which features players in the broader market appreciate and are receptive to in a game like yours, allowing you to make informed decisions about the features in your roadmap.

# Let's discuss your custom research needs

Visit us online: solsten.io

Contact an expert: getpsyched@solsten.io

#### **How Does It Work?**

Players are presented with different potential game's features in a **randomized order** and are asked to voice their opinion on them and rank them from most to least preferred.

Following the test, players are given a survey to measure key metrics. The survey will also gather insights on **competitors' games and features** in the genre that players appreciate, as well as **features that are lacking.** 

### **How Does It Help?**

Identifying what game elements resonate with your target audience. Discovering potential pain points as well as wins to implement in the development process

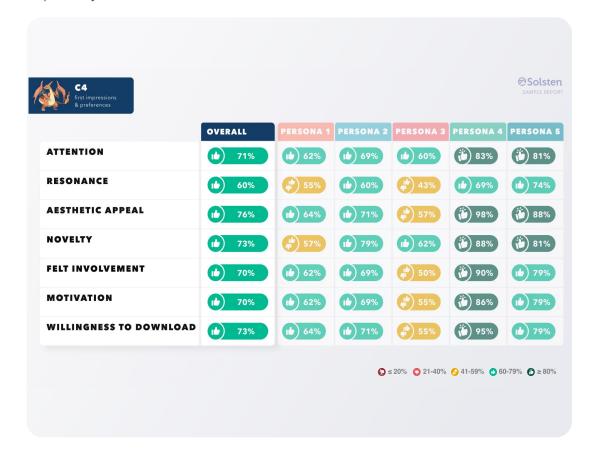
### Why Solsten Research?

Solsten is the only research provider that can correlate research results to a game's target audience personas.

This provides unprecedented transparency and validity regarding how studios benchmark against their competitors, how much their ideas resonate with audiences, and where to go next.

#### **Example Actionable Hypothesis**

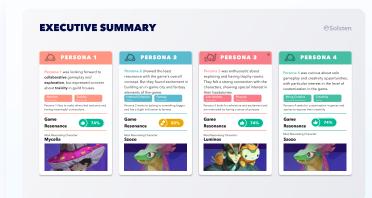
Developing the game main characters based on features from Character 4 should resonate with a broader audience and across all Personas, especially Persona 4.



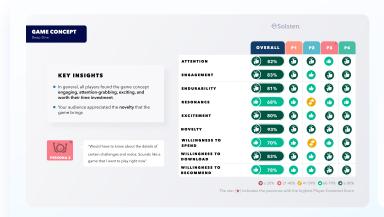


# THE #1 TOOL FOR UNDERSTANDING ANY AUDIENCE

## **Key Outputs**



Discover pivotal insights tailored to each Persona, shedding light on distinct differences and offering immediate, actionable intelligence.



Elevate your user experience with our Persona-based UX Metric Ratings, offering deep insights for each concept to drive data-driven enhancements



Gain a strategic advantage with an allencompassing analysis of key performance metrics, guiding you to prioritize features effectively in alignment with player needs