

# 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.



## Key Outputs

### EXECUTIVE SUMMARY

**PERSONA 1**

Persona 1 was looking forward to collaborating on the gameplay and exploration, but expressed concern about toxicity in guild houses.

Persona 1 likes to make others feel welcome and having meaningful connections.

**Game Resonance** 74%

Most Resonating Character: Mycella

**PERSONA 2**

Persona 2 showed the least resonance with the game's overall concept. But they found excitement in building an in-game city and fantasy elements of the game.

Persona 2 wants to belong to something bigger and has a slight inclination to fantasy.

**Game Resonance** 50%

Most Resonating Character: Sozo

**PERSONA 3**

Persona 3 was enthusiastic about exploring and having trophy rooms. They felt a strong connection with the characters, showing special interest in their backstories.

Persona 3 looks for adventures and excitement and was motivated by having a sense of purpose.

**Game Resonance** 74%

Most Resonating Character: Luminos

**PERSONA 4**

Persona 4 was curious about solo gameplay and creativity opportunities, with particular interest in the level of customization in the game.

Persona 4 seeks for customization in games and wishes to express their creativity.

**Game Resonance** 74%

Most Resonating Character: Sozo

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

### GAME CONCEPT

Deep Dive

**KEY INSIGHTS**

- In general, all players found the game concept engaging, attention-grabbing, exciting, and worth their time investment.
- Your audience appreciated the novelty that the game brings.

**PERSONA 3**

"Would have to know about the details of certain challenges and mobs. Sounds like a game that I want to play right now"

	OVERALL	P1	P2	P3	P4
ATTENTION	82%	👍	👍	👍	👍
ENGAGEMENT	83%	👍	👍	👍	👍
ENDURABILITY	81%	👍	👍	👍	👍
RESONANCE	68%	👍	👍	👍	👍
EXCITEMENT	80%	👍	👍	👍	👍
NOVELTY	93%	👍	👍	👍	👍
WILLINGNESS TO SPEND	70%	👍	👍	👍	👍
WILLINGNESS TO DOWNLOAD	83%	👍	👍	👍	👍
WILLINGNESS TO RECOMMEND	78%	👍	👍	👍	👍

👍 20% 👍 21-40% 👍 41-59% 👍 60-79% 👍 80%

The star (★) indicates the personas with the highest Player-Centered Score

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

### OVERALL FEATURE INSIGHTS

UX METRICS

**KEY INSIGHT** All features scored very high under all UX metrics, meaning that players enjoyed greatly each aspect of the game. Novelty was the only metric scoring substantially lower than others; players didn't find most of the features new.

	CHARACTER & GEAR PROGRESSION	CHARACTER & ITEM COLLECTION	FREAKER HORDE MODE	CINEMATIC SKILL-BASED COMBAT	BASE BUILDING	NEW DAYS GONE NARRATIVE	GUILDS & SOCIAL
RESONANCE	98%	97%	90%	78%	85%	87%	78%
ATTENTION	94%	97%	92%	83%	92%	88%	91%
ENDURABILITY	92%	89%	90%	81%	81%	85%	90%
ENGAGEMENT	90%	91%	92%	83%	78%	87%	90%
EXCITEMENT	92%	88%	91%	87%	78%	87%	91%
NOVELTY	48%	60%	63%	74%	34%	55%	37%
WILLINGNESS TO DOWNLOAD	85%	81%	87%	75%	68%	83%	63%

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