

Design Projects

Our design reports scale from Insight Headlines and initial HealthChecks all the way up to full Benchmark Reports. We have put together sample reports examining our own game, deltaCrunch, in order to illustrate their individual strengths and best uses.



Insight Headlines Report

The Insight Headlines Report highlights the central opportunities and risks relevant to a game. Key focus areas include:

- Market relevance
- Onboarding
- Long-term engagement
- Monetization

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HealthCheck

The HealthCheck is informed by our initial playtest and highlights the strengths and weaknesses of a game in crucial aspects. Key focus areas include:

- First impressions
- Onboarding
- Progression
- Game economy
- Social

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Benchmark

The Benchmark is a highly detailed and actionable insight report. It takes in all aspects of a game, broadly grouped and rated under the following design criteria:

- Engagement
- Game mechanics
- Retention
- Monetization
- Social

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