Consulting Services

Game Evaluation

MARIE MEJERWALL

Game Director | Esports Veteran

How Marie can boost your business

Video games is a fast-paced industry, where the playing field and consumer expectations keep being re-drawn constantly. However, for those who are able to hit the market at a good time and with a novel product, the success makes it all worth it.

The challenge is to make decisions today on games that will hit the market in several years.

Marie can help you make crucial business decisions when the stakes are high and the future is unknown. With her long experience working for some of the top studios, she can deconstruct game concepts to their very core and use proven models to determine which projects have the highest chance of making it.

As the landscape shifts, studios have to adapt their games in development to new realities. Marie also enhances your titles in production, by giving crucial advice at key moments in their lifecycle.

Read on to learn more about Marie and how she can ensure the success of your business.

"Nowadays, in our crowded and competitive market, it is essential to understand the motivation of our players in order to serve them best. Marie is perfect for that task, by switching into the perspective of the clients in order to identify room for improvements and to question ourselves about the offered quality.

Henning Schmid
Head Of Publishing, Klang Games

"The input from Marie has been very helpful, and has highlighted ways to greatly improve the game when continuing the development. Her feedback has been concrete and clear, and overall easy to act upon. I highly recommend Marie to anyone looking to improve the design of their game!"

Anna Högberg Jenelius
CEO, Valiant Game Studios

"Marie has extensive knowledge of video games, especially in the eSports realm. She's hardworking, and with her technical background, Marie approaches design problems systemically and understands how things work under the hood"

Jon Wiedermann
Senior Audio Programmer, Blackbird Interactive

About Marie

Marie Mejerwall is a long-time veteran of game design. She has led creative teams at more than six studios worldwide and worked on several famous award-winning franchises, such as Dead Rising, Deus Ex, RollerCoaster Tycoon and the Batman Arkham series. She started out as a programmer before switching to design and eventually rising to Game Director, building her own team and game vision.

Having worked at many layers, Marie has a deep understanding for game development - from the most abstract vision document to the smallest implementation detail. She also has a wide knowledge of game design theory and can deconstruct games into their smallest pieces whilst at the same time see the whole 'design matrix' that they form.

This enables Marie to quickly visualize games that only exist on paper and analyze them on a deeper level to determine how well the features would work together, how the game would be to play and how well it serves its target audience. Thanks to her tech background, she can also pinpoint the complexity and challenges of new game projects, and determine if a team has the expertise needed to pull off their vision and ship.

Read on to learn how Marie can help you pick the right projects to sign, and ensure that your current projects maximize their potential.
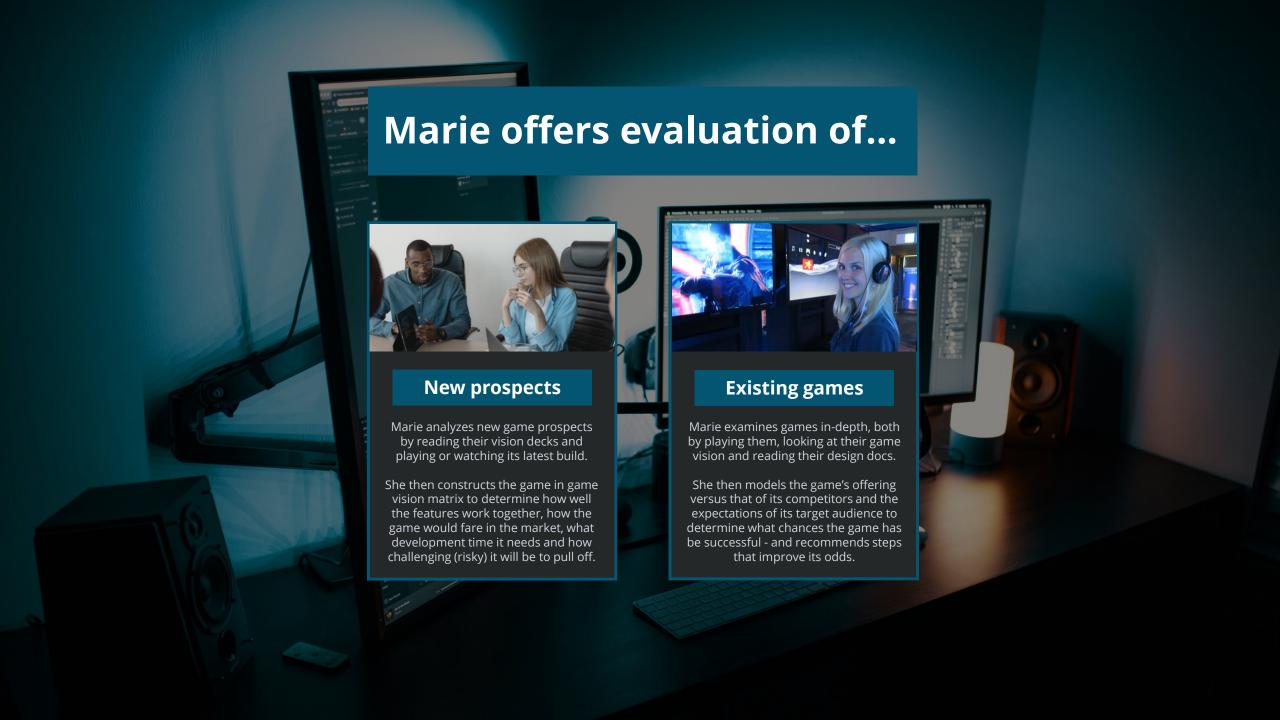
Marie offers evaluation of...

New prospects

Marie analyzes new game prospects by reading their vision decks and playing or watching its latest build.

She then constructs the game in game vision matrix to determine how well the features work together, how the game would fare in the market, what development time it needs and how challenging (risky) it will be to pull off.

Existing games

Marie examines games in-depth, both by playing them, looking at their game vision and reading their design docs.

She then models the game's offering versus that of its competitors and the expectations of its target audience to determine what chances the game has be successful - and recommends steps that improve its odds.

New Prospects

Do you want to know how a game prospect would fare in the market?

Do you want to know if a new game can really attract their target audience?

Do you want a second opinion on the estimated time-to-market?

Advice given

Marie examines vision decks and any potential playable demo or gameplay video. She then maps out the game on her game vision matrix and analyzes other business factors to conclude:
- How solid the game design is and if the features will work well together and create a good gameplay experience
- How the feature set compares with its competitors, and if it will be able to attract their player base and steal market shares
- If its features, mechanics and systems will fulfill the player motivations of its target audience
- If the scope is realistic for its projected time to market

Aspects examined

Project/business factors
- Complexity and ambition versus prior team experience
- Scope versus development time estimated
- Monetization model versus player value offering
- Market fit and timing
- Risks

Game vision matrix
- High level vision and/or pillars
- USP's and differentiation versus other titles
- Target audience versus player motivations filled
- Innovation & complexity
- Core gameplay challenges and depth
- Compulsion loops, structures and flows
- Retention potential

Existing Games

Do you want to ensure your product can challenge its competitors?

Has your project made a major shift, and you want to know how good the new vision is?

Do you want a second opinion on the amount of work left to fulfill the team's vision?

Advice given

Marie reads your game's vision docs, plays its latest build and does an in-depth game design analysis to conclude:
- Where the game shines, where it needs improvement and areas worth investing more time in
- How far it is from being in a shippable state
- Simplifications that could make it still fulfill its game vision
- How well the game should perform with its target audience(s)
- How it could reach a broader target audience
- Things it could do to better beat its competitors

Aspects examined

Project/business factors
- Team expertise versus development complexity
- For all monetization models – value(s) offered to players versus price point(s)

In-depth game design analysis
- Core gameplay challenges
- Mechanical depth
- Gameplay complexity & learning curve
- Progression system & player goals
- Compulsion loops, structures and flows
- Retention mechanics
- Player motivations fulfilled vs. target audience

Contact

For questions or interest in services, please get in touch by email:
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