



Consulting Services

Sharpen your vision

MARIE
MEJERWALL

Game Director | Esports Veteran

“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 game studios around the world and has worked on several famous award-winning franchises, such as Dead Rising, Deus Ex, RollerCoaster Tycoon and the Batman Arkham series. She started out in programming, transitioned to game design, rose to become a Lead and eventually Game Director over her own game, both building a team, designing the creative vision and establishing creative processes.

Having worked at renowned studios such as Capcom, Ubisoft, Eidos and Warner Bros, Marie has built a deep understanding of game design 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. She can also give crucial feedback on how games can improve their design, cohesion, immersion, systems, social glue and ultimately player satisfaction, sales and retention.

Read on to learn how Marie can advise you on your games.



Service overview



Game Analysis

Marie analyzes your game design, compares it to its competitors, looks at you target audience and gives advice on how to best move forward to reach your goals.

[More details](#)



Vision Coaching Sessions

Marie works together with your team to solve the design challenges you face through a series of coaching sessions and creative exercises.

[More details](#)



Ideation Sessions

Marie lead sessions to bring out the ideas and creativity of your team, no matter if you are looking for finding your next game project, game mode or want to re-design a major feature.

[More details](#)

Game Analysis

Do you want an expert analysis of your game design and advice on how to improve it?

Are you curious how your game would perform on release?

Do you want advice on which areas to put effort into with the time left?

Overview

Marie offers **Reviews** and **Deconstructions**.

Reviews are fast and light. Marie plays your game through the lens of both a game designer and reviewer, compares it to other games and concludes her overall impressions and advice.

Deconstructions are in-depth analysis where Marie breaks down the game design completely and analyzes, compares and gives detailed recommendations tailored to your goals, target audience, resources and time left.



Reviews

Are you curious how your game would fare in the market?

Are you looking for an unbiased evaluation of your game from an expert game designer?

Do you want recommendations on what to focus on before launch?

Advice given

Marie plays a couple of hours of your game and summarizes her overall impressions in a simulated game review:

- How cohesive the features are and how it all comes together
- What the game does well and what needs improvement
- Comparison how it stacks up in its genre
- How the game is likely to perform in its current trajectory
- Highlight areas worth improving the most before launch

First Look version

Variant for games who are mid-way through development and want some feedback on the direction the game is headed in.

This review ignores polish, bugs and UX, and doesn't point out things that are known to be WIP.

Full Game version

Variant for games that are late in their dev cycle (e.g. feature complete or beta), and want a real simulated review.

This review evaluates all parts of the game just as a real review would.

Deconstruction: General Game Design

Most popular

Do you want your game to reach its fullest potential?

Do you want advice on how to get an edge on your competitors?

Would you like suggestions on how your game can further attract and serve its target audience?

Advice given

Marie starts with a briefing on your plans and goals. She then deconstructs your game design using her Game Vision Matrix, analyzes it, compares to competitors and concludes:

- How the game is likely to perform in its current trajectory
- Opportunities that could give it edge on its competitors
- Suggestions on how it can serve its target audience even better
- Detail improvements that can enhance each feature to reach its fullest potential
- Highlight focus areas and actions most worth putting effort into considering goals, resources and time left

Aspects examined

- High level vision and/or pillars
- USP's, market fit and differentiation
- Target audience and player motivations
- Innovation & complexity
- Core gameplay challenges and depth
- Gameplay difficulty progression
- Compulsion loops, structures and flows
- Pacing, beats, frequencies and intensity
- Retention - strength & how long it will last
- Monetization model & player value offering
- System design
- Tone, emotion & immersion
- Social glue & replayability

Deconstruction: Multiplayer Design

Do you want to build a world-class multiplayer game?

Are you making a co-op game and want to make sure players can coordinate well?

Do you want to make sure your game has the depth needed to become an esports?

Advice given

In-depth analysis of the design and mechanics of a game to strengthen its multiplayer aspect and co-operation & competition between players.

Marie will interview the team, play the build and map the game on her Competitiveness Charts to present back a full analysis of current viability, areas of improvement and recommendations.

Aspects examined

- Skill and grind goals
- Gameplay complexity
- Mechanical depth
- Tactical depth
- Learning curve and path to pro
- Difficulty progression curve
- Instruction clarity
- Teamplay ease and difficulties
- Competitive integrity
- Matchmaking
- Ability to cheat, glitch and sabotage
- Ability to get ahead and catch up
- Communication tools
- Grouping up structures
- Incentives for players to co-operate or compete

Deconstruction: Esports offering

Do you wish for your game to become an esports?

Do you want to make sure your game offers everything needed to grow a competitive scene?

Do you want your game's competitive community to be alive for years to come?

Advice given

Analysis of the ecosystem surrounding your game, and your game's readiness to serve a community.

With Marie's wide experience having had many roles in esports, she looks at your game through the lenses of different community actors. She ensures they have all they need to dive into your game, improve their skill, stream, produce content, organize tournaments and grow the game's scene.

Aspects examined

- Casual or new players
- Amateur players
- Pro/Top players
- Harassment victim needs
- Moderator needs
- Streamer and influencer needs
- Coach & IGL needs
- Tournament Organizer needs
- Observer & Replay Editor needs
- Caster needs
- Esports org needs

Vision Coaching Sessions

Do you feel like your game is almost there, and just needs some sharpening from a fresh set of eyes?

Do you need some guidance in structuring your game vision to improve its cohesiveness?

Do you want to increase your game's appeal to its target audience?

Overview

Having worked for many studios, Marie has developed a strong understanding for design, and has developed several models that has helped the game vision of her projects excel.

In this service, Marie coaches your team to refine your game vision one step at a time over a series of sessions. As needed, she takes you through her specialty workshops to improve the vision in certain areas.

Get in touch to discuss your situation and get Marie's coaching and advice.



Vision Coaching Sessions

Sessions where we sharpen your game vision to reach your creative goals

Most popular

Structure & Scope

We use the game's feature list to lay a puzzle to visualize and evaluate the design structure and determine what's core, what's missing and what to cut or put on hold.

Simulated Pitch session

'Simulated' session where the team pitches the game to Marie who acts as a publisher or investor. She will ask the team tough questions, and then review everything together to make improvements.

Sharpen Pillars & Experience Goals

We refine (or create) the game's pillars and experience goals to some that are clear, connected, inspirational, aspirational and unique to guide team members in which game they are making.

Sharpen USP:s

Workshop where we discuss your USP's, compare your game's feature set to its competitors, lend ideas from other genres and find more USP's that could make your game stand out.

Initial briefing

Session where we discuss and map the creative needs of the project, and Marie gives ongoing reflections and advice. She then offers further sessions (as listed around) as per your request.

Sharpen Beats and intensity

We refine the game's beats and intensity to ensure players get an enjoyable experience filled with ebbs and lows to always keep the player engaged without over-stimulating.

Sharpen deck/presentation

Sessions where we review your design presentation or deck together and Marie gives feedback and suggestions both on what to improve, what to cut and what to add.

Target Audience & Motivations

In this session, we discuss which player motivators your game already caters to, evaluate if there are any additional ones the target audience likes that it could potentially serve, and if so - discuss how.

General/Custom session

Any other, not yet listed, session within game design that fits the needs of the studio and the experience of Marie.

Ideation Sessions

Do you need someone to lead creative ideation sessions with your team?

Do you want to align your team on the game vision?

Are you looking for new ideas for a game or a feature?

Overview

Having worked at many studios, Marie has picked up and developed several ways to lead ideation sessions to bring the most out of her teams and their gamer persona and experience.

She now lends her time to game studios to lead creative sessions focused on coming up with ideas and features that help fulfill your creative goals and boundaries.

Get in touch to discuss your situation and needs and she can suggest relevant sessions.



Ideation sessions

Creative exercises aimed to spur ideas and iterate on them

Day 1 Sessions

Finding the fun

Find your fun

Design Pillars Evolved

Design your pillars

The Creative Brief

Write your creative briefs

2-day Design Jam

Marie's Design Jam is a 2-day workshop aimed at finding and iterating on new game ideas – like a Game Jam, but on 'paper'.

The first day starts with an inspirational keynote about how to 'find the fun' and ideas that stick, and then goes onto having participants flesh out their idea to design pillars.

They then continue to immerse and describe the player experience they are looking for.

In Day 2, the participants get to expand their creative vision into featuresets, before diving down and learning about the very building blocks of game design and crafting their own core gameplay.

The jam ends with presentations on how they envision the full game to look like!

Day 2 Sessions

Design Structure & Hierarchy

Expand your vision into a featureset

Core gameplay challenges

Layer your challenges and build your core gameplay

The Steam page

Make a Steam page for your full game

Ideation sessions

Creative exercises aimed to spur ideas and iterate on them

Most popular

Finding the Fun

Inspirational talk about how to find the fun that makes your game stand out, how to convey it to others, align and agree on what to do, how to implement and test it and most importantly – how to keep it.

The Steam Page

Exercise where we elaborate on some ideas to develop Steam pages or the layout of physical boxes to reflect and discuss what USP:s, other attractive features and differentiations from competitors that an idea would have. We also walk through some great examples and discuss consumer psychology and drive to buy or try a game.

Affinity chart

Creative exercise where we first brainstorm about a specific key feature, and then together group and align our ideas to lay a puzzle on how everything works together.

We then analyze our ideas and rank them from which fulfills our requirements and vision best.

Pitch Jam

Workshop to spawn relevant ideas around a design area or a whole game. After initial briefing on creative goals, format and questions to answer, the team will split into groups to come up with relevant ideas to present to each other later for feedback and critique.

Elevator pitching

Session where we come up with 15 second long game pitches and then practice seeing games from the view of a gamer to determine what has the potential to spike interest and funnel in players.

Each pitch both needs a target audience, USP:s, to differentiate itself versus competitors and address a need or opportunity in the market.

Contact



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

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To learn more about Marie, visit:

<https://mejerwall.com/about>

Read more about what other services Marie offers:

<https://mejerwall.com/services/>