



# Consulting Services

Game Vision Advice

MARIE  
MEJERWALL

Game Director | Esports Veteran

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*“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

In Marie's game analysis, she looks at your game, whether its only on paper, in engine or released live, deconstructs its vision and feature set, compares it to its competitors and gives advice on how it better can serve its target audience.

[More details](#)



## Sharpening your vision

Marie works together with your team and uses her proven models and exercises to sharpen your game vision and help the game better reach its creative- and business goals.

[More details](#)

# Game Analysis

Do you have a great game idea, and want some feedback to learn how to enhance it further?

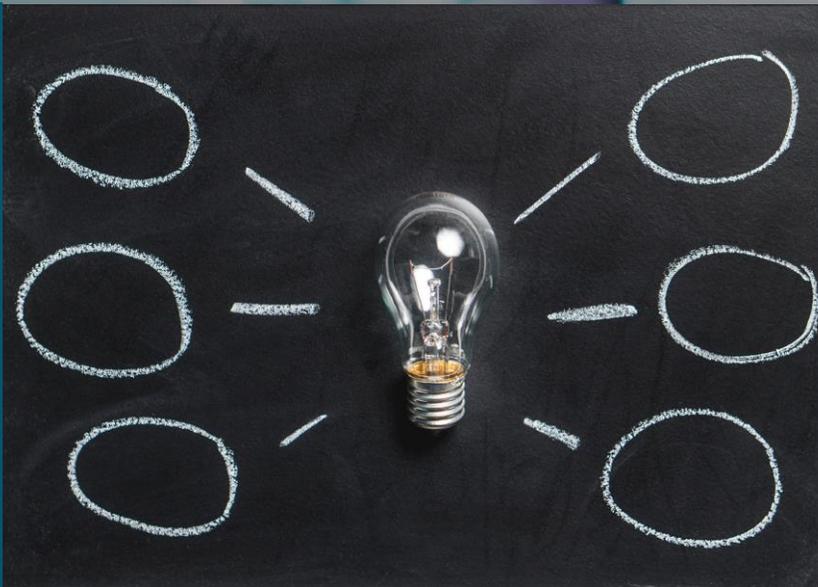
Do you want advice on how you can build a community around your game?

Do you want your game to cater to competitive play or esports?

## Overview

Marie does in-depth deconstruction and analysis of both the vision, systems and mechanics of a game, whether it only exists on paper, if there is a build of it's even released live.

Marie will interview the team, read key design documents and play any available build. She will then deconstruct and analyze the game from the perspective of the type of analysis chosen and present back a full report of current viability, areas of improvement and recommendations.



## Analysis types

### General Game Design

Marie deconstructs your game using her Game Vision Matrix, analyzes key aspects, compares them to competitors and concludes things such as:

- How the game could perform in its current trajectory
- Where the game shines and where it needs the most improvement to reach its goals
- Things it could do to better beat its competitors
- How it could reach a broader target audience

#### Aspects covered

- 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

She also looks at factors relevant to the specific type of game (i.e. replayability, social glue etc).

### Multiplayer design

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 any build and map the game on her Competitiveness Charts to present back a full analysis of current viability, areas of improvement and recommendations.

#### Aspects covered

- Skill and grind goals
- Gameplay complexity
- Mechanical depth
- Learning curve
- Difficulty progression curve
- Instruction clarity
- Technical integrity
- Matchmaking
- Ability to cheat, glitch and sabotage
- Ability to get ahead and catch up
- Communication tools
- Potential grouping up structures
- Incentives for players to co-operate or compete

... and much more!

### Community offering

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 covered

- Casual or new player needs
- Amateur player needs
- Top player needs
- Harassment victim needs
- Moderator needs
- Streamer and influencer needs
- Community leader/builder needs

Depending on your goals, it could also cover:

- In-game strategic leader (IGL) needs
- Coach needs
- Tournament Organizer needs
- Observer & Replay Editor needs
- Caster needs
- Esports org needs

# Sharpening your vision

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 many studios, Marie has developed a lot of models and methods that help the game vision of her projects excel. Marie now shares these with studios to improve the quality of their games.

In Marie's vision workshops, she works together with your team and takes them through her proven models to reach your creative goals.

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



# Vision workshops

*Sessions where we look at your vision and together sharpen it according to your creative goals*

## USP workshop

Workshop where we look at your game, compare its feature set to its competitors, lend ideas from other genres and find potential USP's that could make your game stand out. We then evaluate their fit with the current design direction and discuss which to pursue.

**Takeaway:** Better USP's, clearer priorities

## Scope & Structure

Workshop for teams that have a lot of ideas that might or not all fit together, and not enough time. Together, we will sit down and lay a design puzzle that helps the team determine what's core in the game - and which darlings to put on hold.

**Takeaway:** Alignment, clear priorities, more solid design structure

## Pillars & Experience Goals

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

**Takeaway:** Improved design direction

## Player Goals & Motivations

In this session, Marie presents design theory on different player traits and motivations. We then discuss which ones your game already caters to, evaluate if there are any additional ones it could potentially cater to, and if so - discuss how.

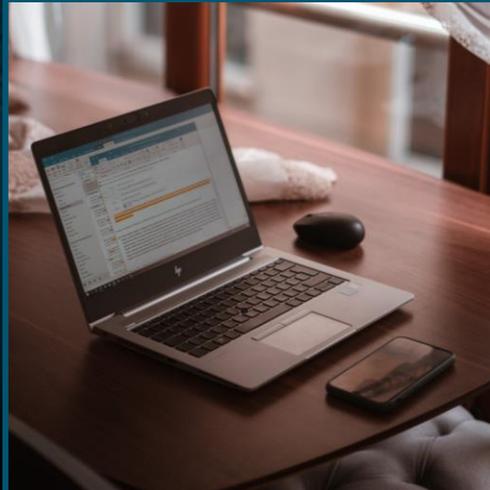
**Takeaway:** More rounded game design that speaks to a broader target audience.

## Beats and intensity

In this workshop, we lay out the intensity of emotions a player feels at different phases in the game, and ensures there is both enough excitement, recuperation and stimulation happening at the right time intervals for maximal enjoyment and to prevent players from churning.

**Takeaway:** A more enjoyable game experience

# 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>

Marie also offers services for publishers and schools:

<https://mejerwall.com/services>