



dubitresearch



GamesLab

**Intelligent insight for
fun, engaging and
profitable games &
worlds**

Consultancy – Research – Development – Marketing

Dubit have been helping brands and IPs develop online games, virtual worlds and MMOGs for over ten years. Whether you approach us with a full brief or with tentative ideas for a new game, Dubit can help you find the best strategies for all stages of game development, and their successful growth!

The creation of a virtual world is a typically an 'evolutionary' process. Designers draw inspiration from previous titles, genres and stories, using what some games academics have termed the 'i-methodology'. We agree that design standards and developer creativity are essential for the creation of a great virtual world, but there is a lot more that can be done to ground decisions on solid evidence.

At Dubit we combine a vast inside knowledge of the Gaming Sector with ongoing research on business models, design and player experiences to provide you with a unique all-round level of consultancy.

We don't just know about Games, we help build them!



Game Development Stages

Ongoing Development

Pre-Development

- Sector Intelligence
- Competition Check
- Market Sizing
- Acquisition ROI
- Audience Profiling
- User-generated Ideas
- Game Design Check
- Narrative Integration
- Revenue Strategies

Beta Stage

- Professional Testing
- Player Usability
- Split Testing
- Tester Panels & Communities
- Parental Check
- Conversion Analysis

Evolution

- Ongoing Market Intelligence
- Game Usage Analytics
- Retention Analysis
- Game Expansion
- Narrative Evolution

Gradual Launch

- Marketing Strategies
- Payment Channels
- Word of Mouth & Viral
- Moderation & Safety
- Parental Engagement
- Player Usability
- Game Analytics

For more information about how Dubit can help you plan, design and develop your games and virtual worlds please email enquiry@dubitlimited.com or call +44 (0) 113 394 7920.



Consultancy and Research work to inform Virtual World Design and Business Models

Review of existing virtual world offer and recommendations for Design and Marketing. Sector Intelligence data and game testing.

Dubit Research has drawn on the Player Typology proposed by the BBC to test gaming products against mass appeal and specific player types



Research with Kids and Parents to refine Marketing Strategies and Payment Models

Qualitative Research to increase understanding of conversion, retention and parental attitudes to virtual worlds

Dubit and Disney have also presented 'Trends in Online Entertainment for Kids - The Rise and Rise of Online Gaming' at the Market Research Society Children Conference 2010