

CASE STUDY: **CONSUMER**

# Online Gaming Beta Tests

## THE PROJECT

**Our end-client, a leading game development studio, sought to test, review, and evaluate an open beta for an upcoming game ahead of its release.**

The objective was to gather in-depth feedback on gameplay experience, mechanics, and audience sentiment. Roots was tasked with recruiting 44 active PC gamers who owned PC's meeting a minimum technical specification to take part in an online beta test of a soon-to-be-released game. The 2-week remote user test was accompanied by regular surveys for every 5hrs of playtime and then followed by a 3-hour online focus group to qualify the findings.

## THE PROFILES

The client required a 50/50 gender split and a nationally representative audience for this online project. We recruited segmented audience groups based on gaming behaviours, console ownership, demographics, and genre preferences.

All participants were required to:

- be active PC gamers (with minimum weekly play time)
- have over 50hrs lifetime experience in specific game titles
- own PC's meeting minimum technical specifications
- be non-rejectors of both MMO / MMORPG genres and the featured game

## THE PROCESS

Recruitment was conducted over a fortnight through a multi-channel approach, primarily using our proprietary panel and supported through a targeted social media campaign and our network of trusted local recruiters.

Applications were rigorously screened through a two-step process to ensure eligibility:

- online application and pre-screening to record suitability
- telephone screening conducted by our expert calling team, incorporating open-ended questions and technical fact-checking to validate PC ownership and gaming habits

With participants needing to access the beta through Steam, our team provided hands-on support for access to the remote playtest, the accompanying surveys and the follow-up focus groups to ensure participation over the two weeks went smoothly.

## KEY FIGURES:

**44**  
active PC gamers  
recruited

**14 day**  
remote playtest

## RESEARCH METHODOLOGY



Online Playtests

## THE OUTCOME

Despite a demanding timeline and niche requirements, Roots completed the recruit on schedule with a 95% completion rate. Participants completed the remote playtest, accompanying surveys and follow-up focus groups with a high level of engagement, delivering high-quality, actionable insights and providing a robust foundation for our client's launch strategy.