

Press release

PlayableGames present methods for international testing at first Games User Research Summit

London, 4 March 2010.

PlayableGames' manager, Ben Weedon, will be speaking at the first annual summit of the Games User Research Special Interest Group (GUR-SIG), a special one-day event, to be held in parallel with GDC 2010 in San Francisco.

GUR-SIG is the worlds first group dedicated to supporting the needs of games user researchers. Its members include researchers from the major platform holders, large publishers, smaller developers, consultancies and individual researchers.

Ben will be speaking about ways of conducting user research on games with children, alongside Carla C. E. Fisher of Cornell University. He will also discuss methods for conducting international game user research, drawing on practical experiences from recent research studies.

Ben said: 'I'm very excited to be speaking at the summit. The very fact that this event has been organised shows how games user research is becoming more and more part of the development process, which can only be a good thing for gamers, and the industry as a whole.'

The summit takes place on Wednesday March 10, 2010. All seats for the event have been taken, but interested parties can find out more, and sign up for video recordings of the summit, by joining the Games User Research SIG on LinkedIn, or by contacting PlayableGames.

About PlayableGames

PlayableGames (formerly SGR), a division of ExperienceLab, has been studying (and playing) games for years. PlayableGames consists of a team of highly experienced gamers and user experience researchers, a team that shapes gaming experiences for console manufacturers and publishers in the UK and abroad.

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