



What can I test with PickFu?

Test game concepts and designs

Early concepts:

- Gauge interest in game concept
- Mood boards for creative direction
- Art style; early concept art
- Script/story testing

In-game elements:

- Character designs
- Character names
- Character sidekicks
- In-game or menu stills
- Sounds/chimes
- Narrator voice/tone
- Rewards/perks
- Usage incentives

Optimize your game's marketing

App Store pages:

- Icon
- Description
- Price
- Preview icons/videos

Switch pages:

- Banner
- Trailer
- Description
- Screenshots

Steam pages:

- Banner
- Trailer
- Description
- Screenshots

Branding & retail:

- Logos
- Websites
- Taglines, CTAs
- Physical packaging
- Shelf placement
- Endcap design

Misc. marketing assets:

- Game trailers
- Gameplay recordings/previews
- Ad campaigns (sponsored, social, TV)
- Celebrity endorsement/voiceover
- Storefront design and optimization
- "Americanize" app store listings

Understand your market and consumer preferences

- Audience resonance
- Brand recognition
- Buying intent
- Competitive comparisons
- Identify target audience
- Solve internal decision fatigue
- Player preferences based on game genre