



## Games User Researcher

### About PikPok

We're PikPok, New Zealand's longest-standing game developer, and we strive to make great game experiences for our players. We want to bring success and joy by working together to entertain the world.

Over the years, we have built lots of games for all sorts of platforms, most recently titles like *Into the Dead 2*, *Rival Stars Horse Racing*, *Agent Intercept* and *My Cat Club*. Our teams are small, and everyone involved can contribute to the decisions that shape the products.

We're always working to build and maintain an inclusive, safe and fun studio culture. We are based in Wellington, NZ and we have an amazing group of designers, artists, programmers and support staff from all over the globe. Now, we're looking to add a new **Games User Researcher** to the team.

### About the role

To us, game development is about creating amazing play experiences that engage and entertain.

As a **Games User Researcher**, you play a key role in helping us create those engaging experiences by helping us improve usability and know our audience better.

All Games User Researchers are part of the Design Division, but work closely with all other disciplines.

The purpose of the Design Division is to improve company revenue through designing highly engaging, entertaining and retaining games with systems that maximise the monetisation potential in the target audience.

## Your Deliverables

In your role you may work on many different aspects of research, across multiple projects. As such it is unlikely that you will be working on ALL of the below elements at any given time, but may work on all of them throughout your time in the role.

### 1. Endeavour to Live the PikPok Company Values

- **Be Curious** - Be interested in everything. Ask questions often. Seek to understand our players, their motivations and behaviours. Frequently challenge your own ideas and positions. Understand that everyone has something to teach and learn. Bring a level of enthusiasm and passion to your work.
- **Take Ownership** - Don't procrastinate. Be willing to make a commitment and own any subsequent successes and failures. Have the maturity to learn from mistakes and be hungry for feedback. Understand that quality is everyone's business and push yourself and others to own the delivery of quality. Be reliable, with a willingness to take a feature (or similar) and own it, including driving it, ensuring it is completed, looping in others, updating artifacts, and more.
- **Collaborate Well** - Have a willingness to collaborate with others and think beyond yourself. Have the ability and willingness to actively listen to others and see their side of the issue. Be willing to take advice without being defensive and to separate work critique from personal critique. Understand the common purpose, support and nurture colleagues. Work toward the benefit of the company and project. Be respectful. Be understanding. Be kind.

### 2. Games Industry Knowledge

Learn, use, and share appropriate industry knowledge, including but not limited to:

- Game development cycle
- Nuances and needs of different platforms
- Relevant market knowledge, such as detailed understanding of systems in leading games (both made within PikPok and in the wider industry)
- User research best practices
- Intuition of future trends and opportunities

### 3. Communication

Design is all about communication, both to the user through the game and to the team through your work. As such, communication skills, including but not limited to the below, are vital:

- Be able to speak with confidence and clarity, even to authority
- Stay positive in challenging situations, and work with people to find a path forward
- Be able to persuade others and sell an idea or vision, without bullying

- Take feedback and input from others constructively and non-defensively
- Speak and present to wide groups in a clear and enthusiastic manner, engaging the audience
- Create documents and artifacts (including presentations, flowcharts, etc.) in a clear, concise and timely manner

#### **4. Organisation and Quality-Based Practices**

- Develop a good sense of prioritisation, including being able to express why you made the choices you made
- Show initiative in finding appropriate work if none is assigned.
- Work on multiple projects at the same time, as required
- Work well with different teams
- Follow appropriate design and industry practices
- Be able to pivot ideas and behaviours to match new directions
- Have a good sense when additional refinement is required, while also knowing when enough is enough

#### **5. Work Ethic & Leadership Skills**

- Show enthusiasm for your work, the projects, the work of others, and PikPok as a whole
- Develop good self management skills, while still being able to follow the team plan
- Show good self motivation, with an ability to push through the tough times
- Demonstrate the efficiency to do what's necessary, while not relying on overtime as a solution
- Be decisive, without being dictatorial or aggressive. Be able to clearly explain why you made the decisions you did
- Show courage and clarity in advocating for your team / dept. / PikPok

#### **6. Creative Problem Solving**

- Work with teams to come up with creative solutions to problems that consider the project and business goals as well as the users' needs
- As required, iterate, brainstorm, and incorporate the best ideas from all sources

#### **7. Consistency & Standards**

- Use knowledge of PikPok's and industry standards to maintain consistency across UI elements, including considering standards with which players are familiar in order to maximize usability.

- Work with GUR Manager to develop new, and existing, standards as required

## **8. User Research Methods**

- Ability to coordinate and run appropriate types of research and testing to provide meaningful insights to teams.
- Ability to prioritize findings based on severity, to aid team in choosing appropriate path
- Facilitating the planning and execution of user research studies across multiple projects throughout the project life cycles such as: playtests, usability tests, player interviews, surveys, etc.
- Facilitating the recruitment of target test subjects, and maintenance of a database of users.
- Providing detailed reporting on research findings.
- Liaising with Game Designers, Artists, UX Designers, Programmers, QA, and Product Owners as necessary to disseminate and discuss research results.
- Acquiring and managing research media such as video, sound files, images, or screenshots to support reporting requirements.
- Building awareness, buy-in and feedback channels for products in development, to the wider studio.

## **9. Understand and work within PikPok's Agile Framework**

- Attend and contribute to teams' relevant rituals
- Acknowledge that priorities and requirements frequently change
- Be a cooperative, collaborative and willing team player.

## **10. Help deliver the goals of the Design Division**

- Actively communicate any problems, or needs to your manager, so that they can be appropriately addressed.
- Help promote the needs and goals of the Design Division to the greater company
- Help improve the effectiveness and efficiency of the division through your attitude, day-to-day work and forward-thinking strategies

## **11. Actively support Health and Safety initiatives in the Studio**

- Promote and encourage process improvement opportunities to further improve health and safety
- Health and safety procedures are understood and adhered to
- All identified hazards are reported to [HR@pikpok.com](mailto:HR@pikpok.com) within five working days

- Report all accidents, incidents or near misses to [HR@pikpok.com](mailto:HR@pikpok.com) within two working days
- Participate in Health & Safety training as required
- Take responsibility for personal Health & Safety behaviour in the workplace
- Complete any requests to support H&S correction activity in and for the Studio

## Your Key Interactions

- You will work directly with game development teams, as necessary, when testing their games.
- You will liaise with other departments, including but not limited to: QA, Market Research, Marketing and Analytics
- You will report directly to the GUR Manager.

# Your Background

## 1. Skills & Experience

- Experience developing and implementing user research methods, including facilitation of user tests and reporting of results throughout the development process.
- Degree in psychology, human computer interaction, usability, human factors, or equivalent user research experience
- Experience with survey creation platforms (SurveyMonkey, Qualtrics, etc.)
- Experience in recruiting test subjects and managing lab equipment.
- Knowledge of market research techniques, focus groups, surveys, persona development, etc.
- Knowledge of statistics and data analysis techniques.
- Knowledge of user interface / UX design techniques and best practices.
- Understanding of game development processes.
- Experience working closely with product, marketing and technology teams in a highly collaborative and iterative manner;

## 2. Attributes

- Proactive and enthusiastic in all communications.
- Strong desire to learn.
- Creatively minded, with a good understanding of the needs of the player.
- Analytical & results driven with a strong drive to find out the why's and the how's
- Keen interest in video games and interactive media, especially the mobile F2P market.
- Good ability to communicate patiently, enthusiastically and effectively with a range of people and disciplines of all ages and levels.
- Technology proficiency, specifically in mobile hardware and software, as well as reporting and graphs.
- Good ability to pick up new tools and skills
- Strong awareness of human body language.
- A strong drive to achieve quality outcomes in a dynamic and fast-paced environment.
- An approachable, empathetic and encouraging personality.