



Games User Researcher

About PikPok

We love games, so we make games people love to play! Since 2009, PikPok has been making quality mobile games for the whole world to enjoy.

We focus on engaging and delighting players with high quality art, intuitive gameplay and rewarding in-game experiences.

Our team is based in Wellington, NZ, and is made up of talented folk from all over the globe.

We've released successful original games including Rival Stars® Horse Racing, Agent Intercept™, Into the Dead® 2, Flick Kick® Football Legends and Shatter™. We also work with top-notch partners to create fun, entertaining games that are enjoyed across the globe.

PikPok values the contributions of people with diverse backgrounds, experiences, skills, and perspectives. We want our games to reflect the diversity of the people playing them now and in the future. People with curiosity, a sense of ownership, and who actively collaborate will fit well with our values.

In return, we commit to being an employer who balances fun and delivery. We pride ourselves in providing a work environment where it is safe to be yourself. Our teams enjoy the satisfaction that comes from creating success and joy, entertaining the world, and working together.

PikPok is dedicated to delivering exceptional player experiences. If you have the same drive to support the delivery of quality of service to our customers, then you might just be the **Games User Researcher** we're looking for!

PikPok Company Values

- Be Curious
- Take Ownership
- Collaborate Well

About the Design Division

PikPok's Design Division incorporates Game Design, Narrative, UX, Games User Research, Market Research and Audio.

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.

We work closely and collaboratively with all other divisions to help achieve product, divisional and company goals.

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.

Stakeholders and key relationships

- You will report directly to the GUR Manager
- 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

Responsibilities

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.

- 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
- PikPok's priority is the health and safety of all those around us. Our people are encouraged to work together to provide a safe environment for all

Requirements

- Experience developing and implementing user research methods, including facilitation of user tests and reporting of results throughout the development process
- Degree in a research based field such as but not limited to: psychology, human computer interaction, sociology, anthropology, 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

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

To Apply:

Interested and qualified candidates should:

- Send an email to careers@pikpok.com with the following:
 - Your **resume/CV**
 - A **cover letter** telling us about yourself and why you want to work for PikPok