

Data-Driven decision making on  
**Game Design**

“If it can be destroyed by the truth,  
it deserves to be destroyed by the truth.”

-Carl Sagan



# Identify

- What problem you are trying to solve?
  - be thorough
  - be specific
- Keep asking questions
- Formulate an hypothesis

# Data-Driven

- What do you know about the problem?
- What do you need to know before making a decision?
  - What you still not know after the decision has been made?

# Theory-Driven

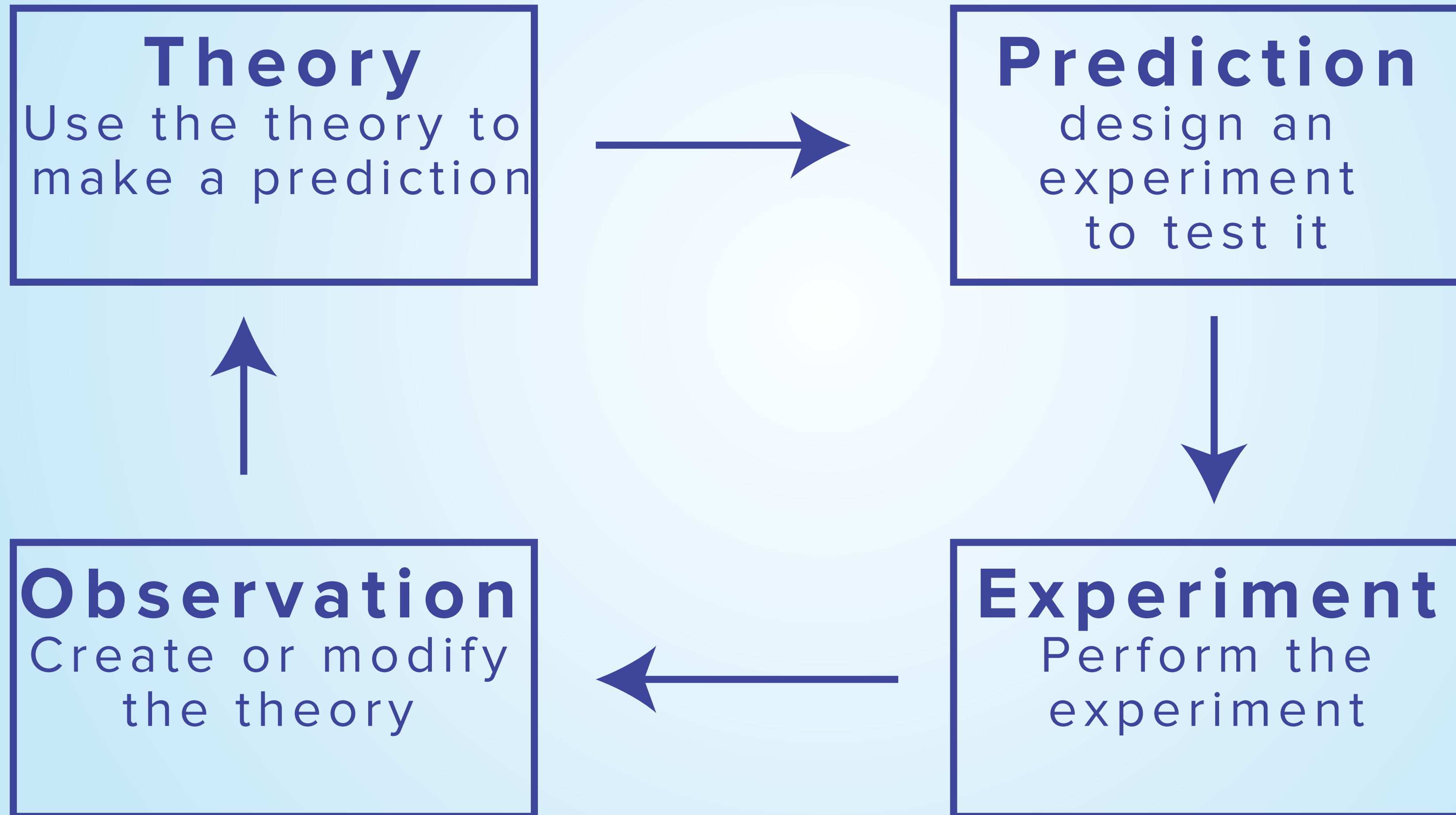
- What does the data mean?
  - Is it consistent with expectations?
  - Is it reliable?
- Must prove a hypothesis right or wrong
  - We found “this” because of “this”
  - Can be simple, the point is the why
- Result and Explanation



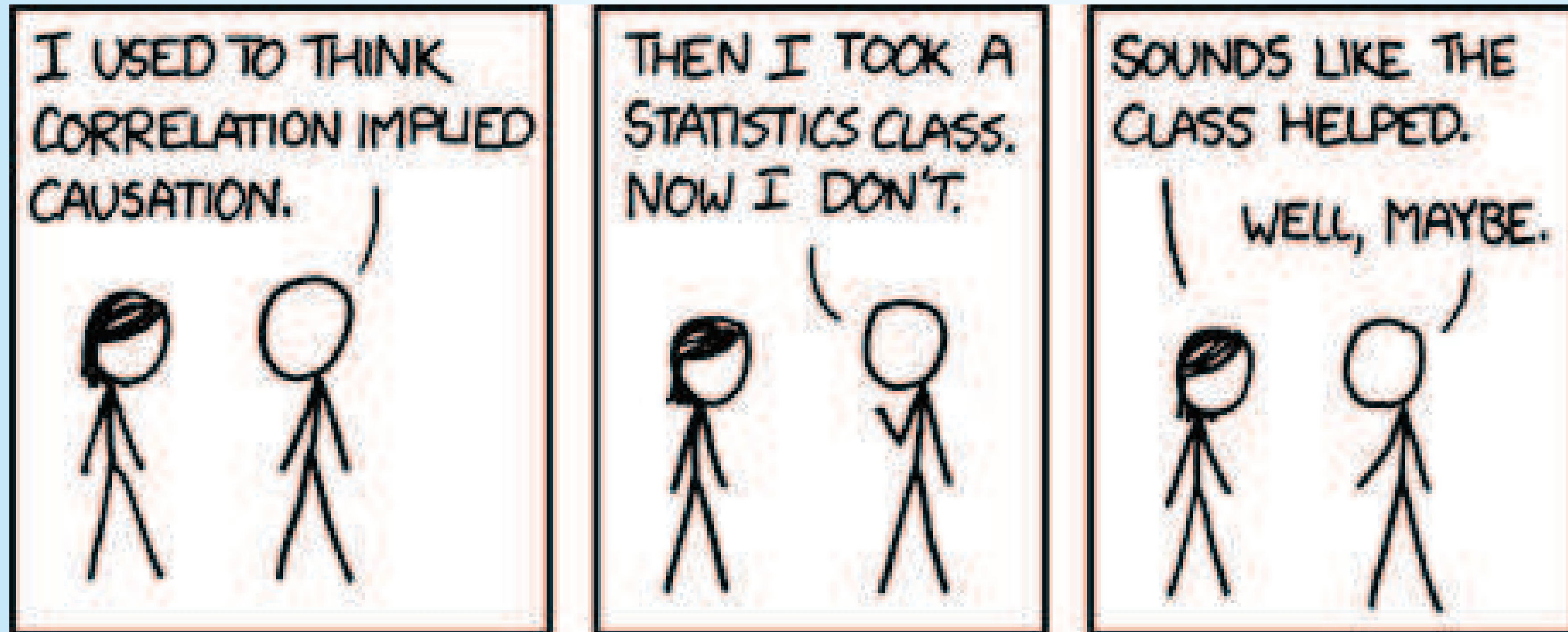
# Outcomes

- The outcome must be measurable
- Define what “success” is
- The result achieved was a success? Why?

# Scientific Method



# Experiments





# Experiments

- Try to eliminate all external influence
- We are always smarter with data, not always right.
- The question that should end every experience is:

**What Should we  
do Next?**



**Thank you!**