

## Accessibility Playthrough (APLAY)

Accessible game design and specifically, challenge in games, has become a key consideration as developers explore more accessible design implementation while still creating satisfying experiences for players. One of the most common concerns that arises out of this is understanding areas where players may struggle with making progress in your game.

**The Accessibility Playthrough (APLAY) service is designed to help you understand where players may struggle with making progress in your game.**

**Inclusive of our APRE service which identifies barriers to players taking action and receiving information from your game (ACCESS), the APLAY is a 60-hour, deep-dive evaluation of your game, including 20-hours of gameplay analysis that will provide you with a report on both ACCESS and CHALLENGE barriers.**



To pinpoint **CHALLENGE** barriers, our team identifies key areas around the potential performative, cognitive, emotional, and (in the case of games with multiplayer features) social experiences that players may have with your game. In considering all these factors, we help your team understand what potential barriers might inhibit progress for players.

APLAYS include evaluations of both **ACCESS** and **CHALLENGE** barriers

## APLAY at a Glance

**Goal: Pinpoint player barriers to taking action in your game and perceiving information from your game's presentation with an enhanced focus on performative and progress blockers.**

- 60-hour deep-dive evaluation process
- 20 hours of gameplay analysis
- APLAYs conducted by two expert accessibility focused AbleGamers user researchers
- Report identifying barriers and the potential impact for players driven by our Accessible Player Experience (APX) design drivers
- Gain a robust understanding of **ACCESS** and **CHALLENGE** barriers that may prevent players from having their ideal experiences

## Contact Us

AbleGamers enables play in order to combat social isolation, foster inclusive communities, and improve the quality of life for people with disabilities.

To further our mission, we offer services that bring the insights of people with disabilities into your development process.

For additional information, contact:

[userresearch@ablegamers.org](mailto:userresearch@ablegamers.org)

## How do you know an APLAY is right for you and your team?

If your team is asking any of the following questions, an APLAY might be right for you!

- Will our game be too difficult for players with disabilities?
- Are difficulty modes enough to create an accessible experience?
- How do we balance making our game accessible while also preserving challenge?
- What areas of our game may be too challenging for players?
- Is the emotional or graphic content in our game suitable for all players?
- How can we best help players learn how to play our game?
- Are we taking the right approach to making our game accessible?
- What areas of our game can be improved from an accessibility standpoint?
- What are the broad accessibility issues in our game?

## How do APLAYs Work?

### Step 1: Express Interest

Your team identifies that you would like to gain a broad understanding of the barriers to play that exist in your game so that you can begin to craft a more accessible experience. You can get the process started by contacting us at [userresearch@ablegamers.org](mailto:userresearch@ablegamers.org)

### Step 2: Respond to Initial Inquiry and Meeting to Assess Needs

Once we review your initial request, we will contact you to set up a 30-minute meeting to better understand your needs. The overall objective is to determine the level of effort, the timelines, logistics and high-level information about evaluating your game, and the deliverable (output) required to fulfill your request.

### Step 3: Create a Statement of Work

With the information gained from our teams meeting, we will issue a statement of work (SOW) that you will review and sign. The SOW is an agreement between you and AbleGamers that details timelines for deliverables, billing amounts, and other details relevant to the project.

### Step 4: Prepare for the APLAY and Onboarding Materials

To begin preparing for an APLAY, your team will complete our **Accessibility Evaluation Information Sheet** highlighting primary point(s) of contact from your organization and high-level details about the game build. Additionally, your team will provide a **Build Overview** document detailing how to access (e.g. download or install) the game build and identifies focal points for the evaluation. Guidance, a checklist, and an example of what the ideal Build Overview should include will be included in your onboarding materials.

### Step 5: Build Functionality and Evaluation Gameplay

Your team will provide a game build for AbleGamers to access. AbleGamers will take one business day to play the game and send an email to your organization confirming focal points for the evaluation. **Your team has 24 hours to respond with confirmation or clarification of the perceived evaluation scope.**

### Step 6: Evaluate and Issue the Findings Report

AbleGamers conducts the APLAY with troubleshooting support from your team on standby. AbleGamers will send an email with a report highlighting potential **ACCESS** and **CHALLENGE** barriers to your team's primary contact(s).

### Step 7: Conduct Evaluation Debriefing

To answer outstanding questions about the findings report, a one-hour debriefing meeting will be held between your team and AbleGamers one week after the report is shared.

### Step 8: Complete AbleGamers Services Feedback Form

At least one business day after the debriefing meeting, your team's primary contact(s) will be emailed a link to the AbleGamers User Research Services Feedback Form to understand your experiences with the service so that these services can be improved in the future.

Ready to have an APLAY done for your game?

Reach out to get started at:  
[userresearch@ablegamers.org](mailto:userresearch@ablegamers.org)