Case Study | PlaytestCloud

Significant Time Savings for Game Tests with Emotion Recognition

The gaming industry is growing rapidly. Worldwide, the games market grew by 23 percent in 2020, according to the market research company Statista. PlaytestCloud is at home in this promising area.

PlaytestCloud

www.playtestcloud.com

PlaytestCloud is the all-in-one solution for testing mobile games during prototyping, development and after release.

10585 Berlin
Germany

Founded 2014

25 employees

Challenge

PlaytestCloud tests mobile games with the help of officially registered testers. The company makes these players available to their customers for testing purposes. For example, while the gamers are trying out a new mobile game, they report about their experiences. These audio and screen recordings enable customers to understand what goes down well with the target group and what the players were annoyed about.

Depending on the number of testers and the length of the videos, tens of hours of video material are created, which the customers of PlaytestCloud had to evaluate manually.
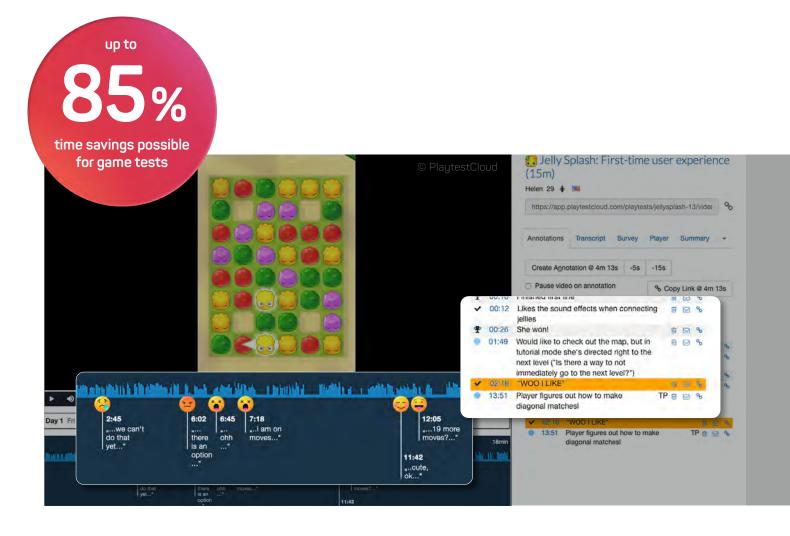
Solution

PlaytestCloud was searching for a technical solution to reduce this enormous workload. In the emotion recognition software from audEERING the company saw great potential for a solution, so that the two companies initially launched a POC.

entertAIn observe is an AI-based solution for emotion recognition. The software automatically recognizes e.g. joy, anger and sadness from the audio track of the videos using artificial intelligence. PlaytestCloud and audEERING are working together to integrate emotion recognition directly into the PlaytestCloud platform within the POC. The goal of the project is to have the recognition running automatically during the tests.
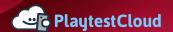
Results

The POC has produced very promising results: PlaytestCloud can reduce the amount of work drastically compared to manual evaluation. In the future, the company wants to use emotion recognition to reduce the manual workload for its customers when evaluating the results. With the new feature, customers of PlaytestCloud could receive the results of their tests up to 85 percent faster.

Due to the highly successful POC PlaytestCloud plans to roll out the new emotion recognition feature to all its customers. Over 300 clients could then benefit from the efficient evaluation of their game tests.

up to
85%
time savings possible
for game tests

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" *Up to now, our customers had to manually evaluate the recordings of the game tests. With entertAIn observe, we are pursuing the goal of massively reducing analysis time and accelerating the user tests.* "

Christian Ress
Co-Founder

Level up for Game Tests

Our Emotion AI takes game testing to the next level. entertAIn observe analyzes the emotions of gamers while they play and evaluates the data. Detailed reports in real time on all devices provide valuable insights into the user experience. This gives game companies valuable information for development.