Case Study | PlaytestCloud

Significant time savings for game tests with voice analysis

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.

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.

PlaytestCloud

www.playtestcloud.com

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

10585 Berlin

Germany

Founded 2014

25 employees

*formerly known as entertAIn

Solution

PlaytestCloud was searching for a technical solution to reduce this enormous workload. In audEERING's AI technology devAIce®* the company saw great potential for a solution. Therefor the two companies initially launched a PoC.
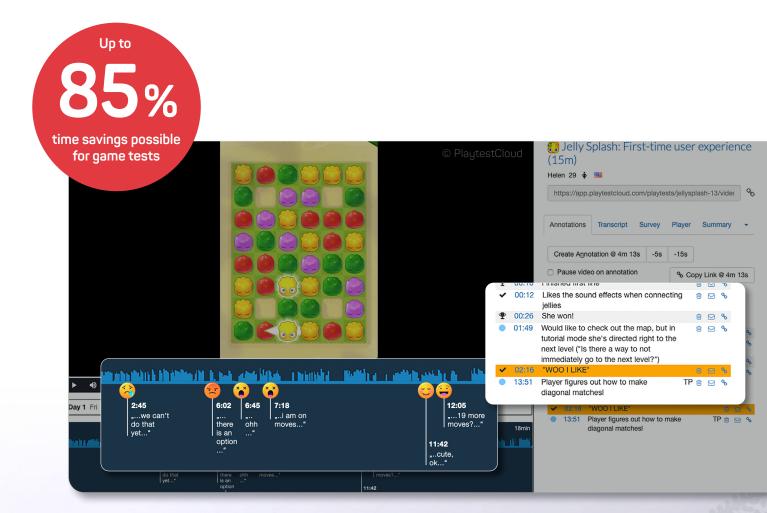
devAIce®* is an AI-based solution for voice analysis, available as an SDK and Web API. It analyzes the audio track of the video recording in order to derive an emotional impression in the categories of joy, anger, and sadness. PlaytestCloud and audEERING are working together to integrate emotion recognition 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 would to use voice analysis 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 the new voice analysis feature to all its customers. Over 300 clients could then benefit from the efficient evaluation of their game tests.

*formerly known as entertAIn

Up to

85%

time savings possible
for game tests

© PlaytestCloud

🐙 Jelly Splash: First-time user experience (15m)

Helen 29

https://app.playtestcloud.com/playtests/jellysplash-13/video

Annotations | Transcript | Survey | Player | Summary

Create Annotation @ 4m 13s | -5s | -15s

☐ Pause video on annotation | Copy Link @ 4m 13s

✓	00:12	Likes the sound effects when connecting jellies
🏆	00:26	She won!
●	01:49	Would like to check out the map, but in tutorial mode she's directed right to the next level ("Is there a way to not immediately go to the next level?")
✓	02:16	"WOO I LIKE"
●	13:51	Player figures out how to make diagonal matchesl

| ✓ | 02:16 | "WOO I LIKE" |
| ● | 13:51 | Player figures out how to make diagonal matchesl |

Day 1 Fri

2:45 „...we can't do that yet..."

6:02 „...there is an option ..."

6:45 „...ohh ..."

7:18 „...i am on moves..."

11:42 „...cute, ok..."

12:05 „...19 more moves?..."
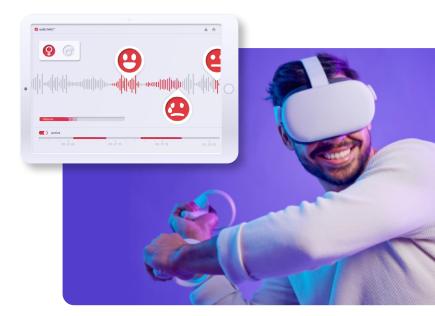
18min

audEERING®

www.audeering.com

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

Christian Ress
Co-Founder

*formerly known as entertAIn

Level up for Game Tests

Our Voice AI takes game testing to the next level. devAIce®* analyzes the player's voice during the game in order to derive the emotional expression and evaluate 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.

Your Contact
Dozie Somachi
Sales Manager
dsomachi@audeering.com

))) audEERING®

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