



Mobile Testing for Entertainment & Gaming Experiences





Sections:

3 Introduction

4 Delivering Your Mobile App Experience

5 Next-Generation Experiences

5 Don't Just Be a Great Experience - Be the FIRST Experience

14 Protect Your IP and Avoid Negative App Store Ratings

14 Differentiate Yourself Among the Crowd

16 Testing Services

18 Conclusion



Introduction

Enterprises today understand the need for a mobile application for their business. With an estimated **6.6 billion people** with smartphones and over **half of website traffic** coming from mobile devices, it's essential for businesses to have a mobile app in order to keep up with today's modern market. In fact, it's hard to find a business without an app these days; nearly every Fortune 500 company has one and **even smaller businesses** are answering the call. Needless to say, it's very difficult to compete for a customer and/or user's attention without an app.

Just having an app isn't enough, though. If your app isn't thoroughly tested, it can make for a buggy and unreliable user experience that can eliminate you from the competition altogether. Savvy businesses will have already prioritized a **mobile-first testing approach** in their development processes, but depending on the type of business you have and the industry you're in, you may need to prioritize some types of testing over others.

In this eBook, we'll focus on the Entertainment and Gaming industry and how these enterprises can test for the best mobile user experience.



Deliver a Flawless, Dynamic, and Super-charged Mobile App Experience

Testing can be a bit of an overthought in the industry, often outshined by innovations that achieve the bulk of fan response online. When's the last time you heard a game complimented because it didn't crash? However, in a modern market dominated by the instant reactions of YouTube personalities and game forum frequenters, a smooth roll out of your gaming or entertainment app is as necessary as ever. You may not be hearing fans boast about an entertainment functioning properly, but you can expect that a video crashing midstream will lead to ire and instant negative feedback that can doom your product in a crowded market.

By utilizing a customizable mobile game performance testing, you can give your gaming organization the advantage by creating flawless, dynamic, next-level content that has never been seen before on the market. But the front-facing customer experience is only half the battle; it's also critical that you establish a secure testing method to protect your IPs until you are ready to release your app into the world.



Create Next-Generation Experiences and Protect Your IP

Entertainment app testing and QA are some of the most vital processes in the entire game development channel, especially for companies looking to bring customers high-quality content. With a slew of dynamic test cases for mobile games and multi-device access capabilities,



Don't Just Be a Great Experience— Be the FIRST Experience

Interactive entertainment is at its height of popularity, and the average consumer is quick to look for the next experience. Your app needs a powerful hook to make a first impression so good that the majority of your customer base will not abandon your app after a single use.

Innovation combined with stellar entertainment app testing can get you ahead of the game, giving you a running leg up on your competitors. Don't just be another great mobile experience - be the first fully dynamic and flawlessly functional mobile app of its kind.

Create Dynamic Content that Works Everywhere

Companies in other verticals might be able to get away with more static UIs, but the very nature of the gaming industry revolves around constant change and app rapid testing. For gaming apps, it is critical to work not just on one or two types of devices, but a diverse array of real and virtual devices all across the world.

Protect Your IP and Avoid Negative App Store Ratings

Your intellectual property is the lifeblood of your company, so it's important that it stays protected. Seek out a testing service that provides top-notch security measures to ensure that your property remains safe during cloud or on-premises testing.

Differentiate Yourself and Stand Out Amongst the Crowd

As a gaming organization, you are faced with the unique challenge of having to keep up with fast-changing consumer entertainment needs while maintaining enough resources to support dynamic back-end testing solutions such as app rapid testing and streaming tests.



Testing

If you are looking to be the next big game that can deliver a smooth experience to players while protecting its intellectual property against a security breach, there are a number of direct services and test cases for mobile games that testing services can provide for you:



Accessibility Testing

Visual and audio components typically make up a huge part of the overall mobile experience, and it's important that your app is ADA-compliant to meet [accessibility standards](#) across your audiences. From text-to-speech implementations to the addition of extra buttons, there are a number of accessibility features that can easily be tested and added to your mobile app package.



Biometrics

Most apps involving user accounts and data require biometrics compatibility. This can be in the form of facial ID, thumbprint recognition, or a combination of the two.



FPS Testing

FPS can make or break the gaming experience for even the most casual of players. FPS, or frames per second, is a measure of how quickly the framerate is processed by the device. It is essential that [functional mobile testing](#) includes FPS testing at 30 and 60 frames per second, as this is a requirement for most streaming tests and gaming services to properly function.



Geolocation Testing

If you are creating a location-based service that requires the user to use a geolocation tag, you can implement easy geolocation testing with the appropriate testing service. Atlas Reality, Pokemon Go, and similar games use geolocation technology to help you interact with your environment through the game in real time.



Network Testing

Most games and entertainment services require the user to be connected to the Internet through either their network or their WiFi router. Get easy and streamlined testing on network devices in different configurations, and set your devices up for network throttling for full-service remote testing. Set up multiple instances and use cases at once in a number of locations so your game can reach every corner of the globe.



On-Premises and Cloud Testing

A variety of secure, on-premises testing solutions let you turn QA into an advantage over your competitors as you can use it to ensure your app is functional and safe. Our safety features allow you to test every part of your mobile app under lock and key to prevent any risk of your intellectual property getting leaked.



Performance Testing

Mobile game [performance testing](#) tools let you optimize your app for the individual user, utilizing smart and real-time data to cater to the ever-changing needs of the gaming community. This not only ensures that your app is delivering a flawless experience as intended, but that it is staying engaged with your users to prevent growing app abandonment rates.



Real-Device Testing

Try out both manual and automated test cases for mobile games on [real devices](#); preferably a testing platform that you can gain secure remote access to any and all of these devices from wherever you want, allowing you to test any part of your app while on the go.

Streaming requires a lot of real-time cooperation and bandwidth from your devices. Our streaming tests will make sure that the app launches correctly, streams video correctly, accurately pinpoints the user's location, and opens different in-app experiences depending on which criteria have been met.



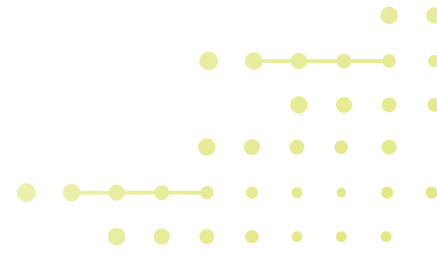
Transactional Testing

If you are like most entertainment and gaming operations, you handle some form of transaction inside of your app. Whether your users pay you to utilize streaming services or they are making in-app purchases to supplement their gaming experience, you need to ensure that this process goes off without a hitch. Secure transactions can be tested and managed through our protected [data center](#).



Visual Testing

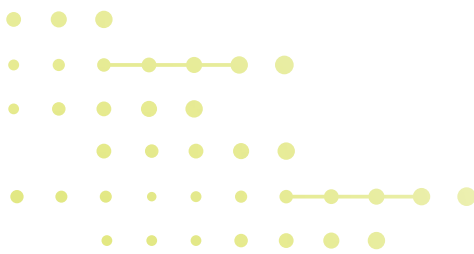
Performance and functionality are two vital components of a successful gaming app, but what can save the integrity of your program as well as prevent poor customer reviews is a breathtaking visual experience. With [visual testing](#), ensure your app looks as beautiful as intended across all types of devices and screen sizes before showing it off to your loyal consumers. Make sure your UI and UX work together in a savvy way that easily guides the user through the app experience. This is how you can become an industry first.



Conclusion

Our wide range of testing services and capabilities offer you more options than restrictions. Whether you want to automate your own testing process or go off the script, you can easily incorporate the exact testing and publishing features that will give you a top-performing mobile app for travel enthusiasts and luxury lovers alike.

From fintech to gaming, you can deliver a better mobile experience for your customers and improve the app testing process from front to back. Go above and beyond in delivering your mobile experience goals and create an app that can contend with industry giants. Create your free account and get in touch with us today to start optimizing a stellar mobile experience, across any industry sector, to meet the growing needs of your global customer base.



About Kobiton

Kobiton is a cloud-based platform that empowers enterprises to build great mobile apps faster. With Kobiton, mobile app developers and testers have access to real iOS and Android devices to run manual or automated scripts, compare against the world's leading app UIs, view rich session analytics, connect virtually to their IDE, and identify issues in real-time. Kobiton tames the complexity of mobile app development by giving you your Monday back.

Learn more at www.kobiton.com



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