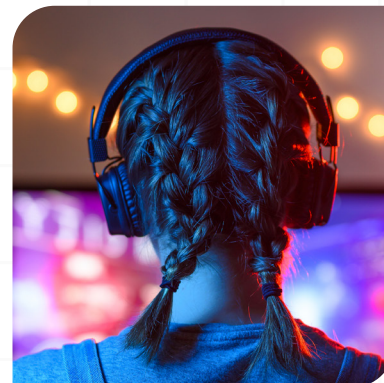
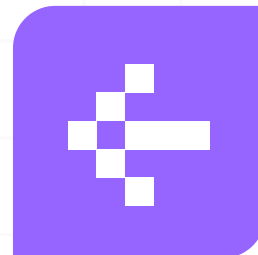
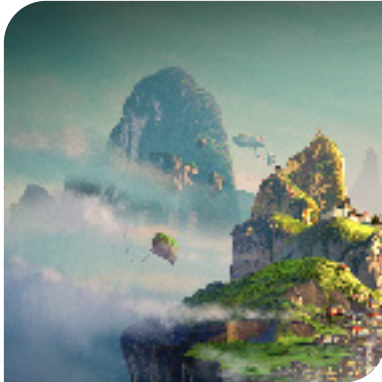
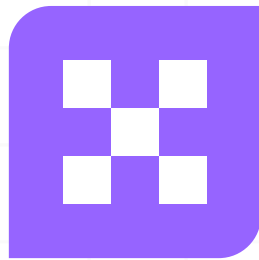


Whitepaper

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# Fight to the Finish

iXie QA for A Successful Battle Royale Game





*There is a Battle Royale in the gaming market. To make your game the 'last game standing', iXie can ensure that it provides great gaming experience and customer delight*

## 1. Market Hots Up

Battle Royale genre of video games can be called the new kid in the block, but they hit beginner's luck in a really big way. Within a year of games such as PUBG and Fortnite being introduced in the market in 2017, they proved their mettle, taking the gaming market by storm. They drew even other game developers to leverage its growing popularity and by June 2018, industry leaders as well as indie developers were in the market with games similar to the Battle Royale genre.

According to a report by market research firm SuperData, 30.1 per cent of PC gamers played Battle Royale games at the start of 2018 and were expected to generate \$12.6 billion in revenue that year, up from just \$1.7 billion in 2017. While the existing games went from strength to strength over the year, more and more titles have been released during the course of the year, leading to a revenue projection of \$20 billion this year.

## 2. Making a Success

The popularity of the Battle Royale games have lured indie and established game developers also to stake a claim in this genre. In a crowded market with heavy competition from established as well as other new titles, any game that does not delight the customer and flow smoothly will automatically face extinction. The many critical factors that will determine the success of a game include:

- Performance
- Compatibility
- Gameplay
- User experience

### 1.1 The Fight to Finish

Battle Royale is a multi-player game where many enter, but only one leaves. A violent and unpredictable game, the only aim of the players is to overcome all attacks anyhow to emerge as the sole survivor. Players have to navigate a map with limited resources, scavenging for equipment to escape attacks by their opponents. It could begin with as many as 100 players per round, and dwindle as the game progresses. Players are then forced into a shrinking safe zone to make the game thrilling.

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## 3. Quality Assurance to the Rescue

Quality assurance is critical to ensure the success of a game. In these times of agile development, the testing needs to be an integral part of DevOps so that testing can happen at Alpha as well as Beta stages.

### 3.1. Alpha-Phase testing

In the Alpha phase, the quality assurance team tests for:

- Functionality testing of every asset
- Testing of game play
- Matchmaking
- Testing for communication between players
- Capability of the game in varying connectivity conditions
- Testing for load and performance

### 3.2. Beta Phase

In the beta phase, the testing needs to simulate the actual playing environment which can be a challenge for many developers and QA partners. Therefore, the game is given free to the users to review and report errors before the final release.

### 3.3 Challenges to QA

The plethora of devices in the market today poses a severe challenge to game publishers and testers in assuring performance across platforms, operating systems and resolutions. Though simulation software can help overcome this challenge to some extent, it cannot match real life conditions.

The second challenge arises in crowd-sourcing testing for game play. There is no control on the profile of the testers, and some player groups may not find representation. This would lead to a skewed view of the game, making the observations inaccurate, affecting the quality of the game. Having a core QA team working right from Alpha stage to ensure the game doesn't lose its charm is essential

## 4. iXie Approach

iXie, the gaming division of Indium, a leading software development company, has decades of experience in game testing. It is a Centre of Excellence and is equipped with:



- Over 800 devices – mobile, PC and consoles which includes low to high end configuration of gaming PCs, mobiles and family of PlayStation, Xbox - that enable testing of games across platforms and operating systems to ensure
- Over 250 career game testers with varied experience in testing different genre of games for the last one decade. The experience ranges from 2-15 years, and the team can be aligned to different needs
- Ability to offer plug 'n' play and scalable teams based on needs, offering cost advantage to clients, tailored engagement model based on the requirements for an effective utilization of services

## 4.1 Benefits

iXie's state of the art infrastructure provides us a platform to effectively simulate the real time scenarios and identify smallest of small bugs, ensuring a game of superior quality. As the games are tested on actual devices, the gaming experience is accurate across operating systems and platforms. iXie has experience in agile testing, thus being able to integrate with the Devops teams right from the beginning.

User interface compatibility can be checked on devices from our inventory, thus providing an exact picture of how the game appears in different devices, identifying any corrections needed and communicating it in a timely manner for rectification. The experienced players can also provide inputs that are intuitive and come from experience, recommending improvements that can enhance customer delight.

In addition to the above, iXie also offers FGT (Focus Group Testing or playtest) and has access to 250 testers who can work full time on testing projects or cater to clients requirements. The testers are drawn from different age groups, the two genders, different game preferences, and different expectations, thus being more accurate and akin to a real life situation. iXie can also provide indepth analysis, facilitating improvements, based on the feedback from these testers.

iXie's team of experienced testers also provide comprehensive functionality testing, that can enhance the quality of the game.

Infrastructure, resources, experience and expertise – these four factors make iXie an able partner to take Battle Royale games to deliver as intended, thus retaining customer loyalty and winning more gamers to its side.



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