



## FUTURE STARS GAMING SEEKS CUSTOMER VALIDATION THROUGH A CENTERCODE MANAGED BETA TEST

Company Future Stars Gaming  
Industry Online Gaming  
Product Basketball Dreams



### Challenge

The Future Stars Gaming (FSG) team had been working on their suite of Facebook games for 18 months. As they got closer to launch, the team knew they had to get their first game, Basketball Dreams, into the hands of potential users. They considered running a test using friends and family, but knew they wouldn't receive the feedback they needed to perfect their game before launch.

“All your friends and family are going to tell you that it's great. We needed testers that didn't have an emotional attachment to the feedback they gave, and would give it to us straight,” says CEO and President Jay O'Sullivan. “We needed third-party validation of what we were creating. We wanted to find out if the game was fun, whether people would play it, and will they tell their friends about it? We couldn't do that without a beta test.”

“The test helped us validate that we have something that people like. It gave us confidence that our product is just about ready to go.”

**Mike Lauck**  
Chief Operating Officer

# Solution

Future Stars Gaming decided to work with Centercode's Managed Betas team to take advantage of their experience running beta tests, as well as their established pool of testers. Once the test began, the FSG team received useful feedback right away. "You go into these tests a little nervous," says COO Mike Lauck. "We were pleasantly surprised to see immediate feedback from beta testers. The Centercode platform allowed us to view and prioritize this feedback in real time."

After the first week, the FSG team decided to pull the game to incorporate feedback and fix critical bugs. They then distributed the new version to the testers, allowing them to gauge the effect of their changes on the user experience. By the end of the beta, the FSG team had a clear roadmap for getting their game to launch. "The test validated what we were doing and what we need to work on," says O'Sullivan. "We now know that people will play the game and tell other people about it, and that was music to our ears."

# 2012 Beta Test Results



**98** participants



**2** weeks



**1,442** pieces of feedback



**177** bug reports

"There were a couple rock star testers in the group, playing the game for hours a day and telling us honestly what had potential and what needed to be fixed."

**Jay O'Sullivan**  
CEO/President



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