



CASE STUDY

Online Gaming

USER

Mike Lauck,
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PRODUCT

Centercode Managed Services

KEY CHALLENGES

Testing products with real customers

By working with Centercode, FSG has...

Collected
1442
pieces of feedback

Discovered
177
new bugs

Engaged with about
100
test participants

OVERVIEW

The Future Stars Gaming (FSG) team had developed a suite of Facebook games over 18 months. As the suite drew closer to launch, they knew they needed to run beta tests to ensure peak performance and success.

CHALLENGE

FSG realized that it could not gain accurate, unbiased feedback by having its games tested by friends and family. The team needed a fresh set of eyes to provide feedback.

SOLUTION

Centercode's Program Management Team handled FSG's entire project starting with recruiting testers

from an established network of engaged testers. Once the test began, useful feedback came pouring in. Centercode consultants prioritized feedback based on the FSG team's goals, and enabled them to make necessary changes to the product. After a week of testing, FSG had enough data to take a step back, work on the product, and distribute a new version back to testers. Testing with Centercode provided FSG with a clear roadmap for how to improve its games prior to launch.