

SUCCESS STORIES: KEYWORDS VIRTUAL REALITY QA

KEYWORDS CONTRIBUTES TO VIRTUAL REALITY CHECK REQUIREMENTS USED ON ALL APPS AVAILABLE ON THE OCULUS STOREFRONT

The Challenge

Oculus Studios was tasked with releasing a new content platform without having any true comparable market products against which to benchmark. This resulted in a rethink of the submission process, the testing needs and constraints, the target market, the localization pipeline and how it would translate to a Virtual Reality interface, together with many more open-ended questions.

There were still some common best practices to build from, including game applications and software, with the ultimate goal in mind to create a product with the most enjoyable user experience.

Oculus and Facebook had typically used developer Quality Assurance (QA) together with internal usage and testing but quickly identified that launching a new platform would require vendor expertise and support.

The Solution

Through a multi-year, multi-service partnership, Keywords Studios helped guide and develop the Oculus team in the creation and classification of their requirements for the studio's certification process. The Keywords team helped to develop and support the Oculus Publishing team as well as their first-party development teams in testing, localizing and certifying their apps and customer experiences.

Keywords worked with Oculus to build a program that would encompass Functionality QA, certification testing, network performance tests, load testing, compatibility testing in PC and mobile platforms, user experience and player feedback, as well as the localization pipeline including text and audio translation, implementation and verification.

Keywords collaborated with Oculus from the early stages in order to begin work on unreleased hardware and software and were relied upon to be an external extension of Oculus QA in order to test and monitor the performance of next-generation hardware and unreleased Software Development Kits (SDK). It was during this early phase that Keywords and Oculus established the benchmarks for the performance and QA requirements their studio titles would mandate.

Communication was key to establishing the proper relationships between developing studios, Oculus studios and Keywords. Global points of contact were put in place to strategise and optimise the program between the three parties. This allowed for Oculus and Keywords to create a baseline program for all external developing studios to work within.

OVERVIEW

Client Profile

High-profile, tech market leader.

Industry

Games, social and mixed media industry.

Geographic Location

Global and the United States.

Business Challenge

Uncharted market with no existing guidelines or best practices.

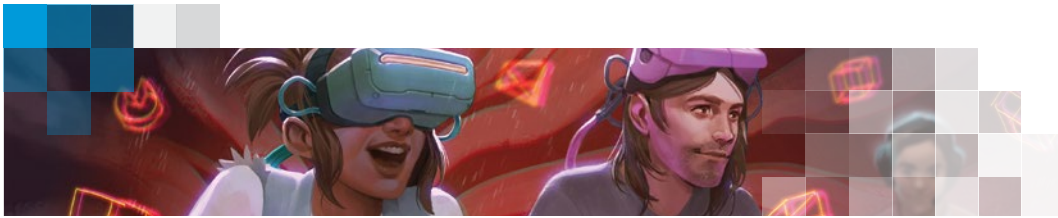
Solution

Keywords partners as an extension to the Oculus Studios team to support in:

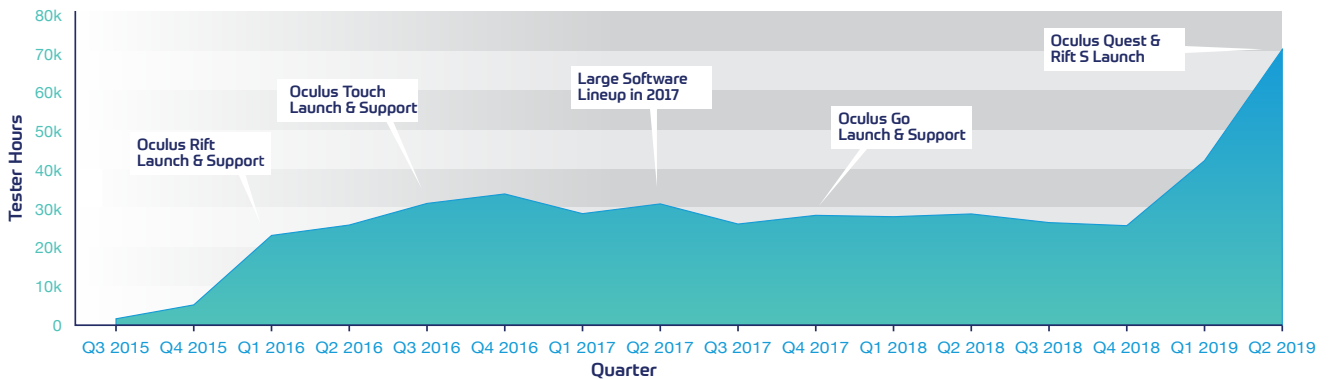
- Best practice building.
- Co-development of requirement guidelines.
- Spatial tests and facility investments.
- Restructuring of compatibility test suite and hardware to address the high-end market.
- Audio and text localization pipelines.
- Experience and comfort feedback.
- Unreleased hardware and software QA.
- Conference and Demo QA.

Results

Keywords and Oculus have partnered to ship more than 200 applications across five platforms over a four-year span.



FQA Studio Peaks for Oculus



Testing within a virtual space was a new frontier and, as the years progressed, so did the need for more physical space. With the direction of Oculus, Keywords acquired space and built pods from the ground up to accommodate play areas for room scale testing.

The Result

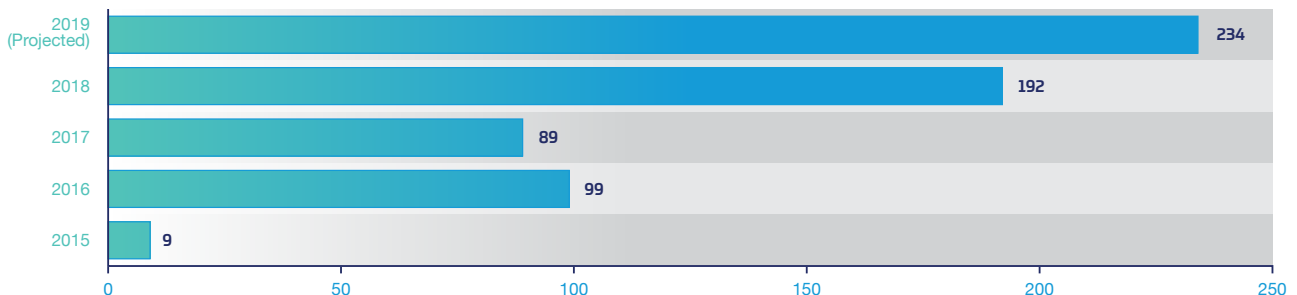
Over the course of three years with Oculus, Keywords has built a strategic program that is flexible and scalable with Oculus Studios, ramping teams up to 170 staff during peak times, rising to 200+ across global services. Keywords additionally implemented 24/7 round-the-clock coverage models during launch periods. Furthermore, in partnership with the Oculus Content team, Keywords has worked with more than 70 developers and more than 250 titles in VR as the sole provider of Certification and QA services. This program grew from servicing nine games annually in 2015 to 136 games in 2019.

The Keywords fingerprint can be found on the requirements that games must meet before being placed on the Oculus Store. In coordination with the Oculus

Content team, Keywords has helped build the skeleton for the most rigorous test cases for certification used on all Oculus-funded applications. These have now evolved into the present day Virtual Reality Check requirements used on all applications available on the Oculus storefront. Additionally, these checks have been adapted into Virtual Reality Checks that are used by the Oculus publishing team.

Keywords Studios was pivotal in the successful launch of the Rift, Gear VR, Oculus Touch, Oculus Go and Quest. Keywords has also provided Art services to various Oculus divisions and has a large embedded staffing team supporting their Menlo Park, Seattle and Austin studios.

Oculus Applications Supported by Keywords



Read more at keywordsstudios.com/services/functionality-qa/ should you wish to further explore the range of FQA services available to you.

ABOUT KEYWORDS STUDIOS

Keywords Studios is a leading technical services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Engineering, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in over 50 different languages, Keywords Studios delivers support for its clients across the globe.

