



CASE STUDY

Localization of a Massively Multiplayer Browser Online Game





GAME OVERVIEW

This is a massively multiplayer online browser game set in a fantasy world. A key feature is the PVP battles, engaging four teams of four players each. The game includes a variety of bonus characters, such as monsters, bosses, and various animals. Its dynamic gameplay, vibrant scenes, and high-quality graphics captivate players.





CLIENT'S NEEDS



to implement localization of the game into 12 languages, expanding the player base in regions where these languages are spoken.



to enhance overall player satisfaction and improve the game's reviews.





IMPLEMENTATION

-  Localization testing for each language. This took 2.5 to 3 weeks per one language, for a total of 30 to 36 weeks.
-  Verifying the accuracy of translated texts in the game, including dialogues and menus.
-  Testing the cultural and regional appropriateness.
-  Usability testing of the interface for the newly supported languages.
-  Compatibility and UI testing on different real devices.



SOLUTION



Team

A large group of testers, including local experts for each of the 12 languages, was involved. Developers and the game producer also participated in the process.



Platforms and Tools

Localization testing was performed on various platforms, including web browsers and mobile devices, using the necessary tools for massively multiplayer online games.



TANGIBLE RESULTS For The Client



Improved player reviews thanks to the ability to play in their native language.



Increased player base and a significant growth in the number of players in the newly supported language regions.





CONCLUSIONS

The game's localization significantly extended its global reach, attracting new players and enhancing the satisfaction of existing ones. Thanks to the meticulous approach to localization testing, the game received positive feedback for translation quality and cultural appropriateness.

This project once again confirmed the importance of professional localization testing for successfully entering new markets globally.





Require top-notch localization testing for your game?

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