TVSNEXT
Ai Digital Platforms

# Enhancing Gaming Experience through Omnichannel Testing

## About The Client

Our client is a leading multinational company that delivers advanced gaming gear, pushing the boundaries with innovative technology and partnerships. Their products elevate the gaming experience, ensuring precision, comfort, and top-tier performance.



## The Problem

The Electronics and Peripherals company faced a challenge with Loupe Deck, a console aimed at enhancing creative and gaming experiences but lacking in dedicated gaming profiles. To widen its appeal and tap into the gaming market, the company decided to integrate the Loupe deck with popular games like Assetto Corza Competizione, aiming to make it a must-have for gamers.

## The Approach

To tackle this challenge, the Electronics and Peripherals company teamed up with TVS Next, using our Omnichannel Testing expertise to deliver a seamless gaming experience across devices. We developed a gaming profile enabling gamers to use the Loupe Deck for actions like engine modulation, horn usage, and light adjustments directly in-game, requiring deep knowledge of gaming and Loupe Deck's technical capabilities.

## Services
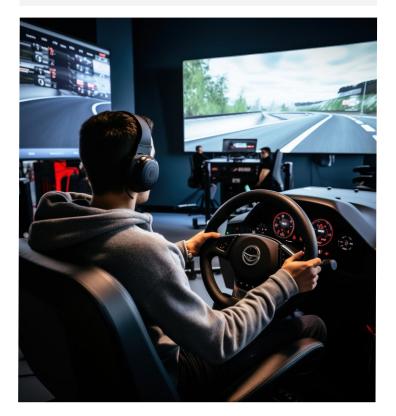


### Quality Engineering
Omnichannel Testing



### Game
Assetto Corza Competizione

### Software
Loupedeck Software, Peripheral company's ghub software



## The Process

The process began with a Proof of Concept to demonstrate the feasibility of integrating gaming profiles into the Loupe Deck. Our team undertook several steps, starting with a technical assessment to evaluate the Loupe Deck's hardware and software capabilities, ensuring they met gaming requirements. Following this, we developed a custom gaming profile for Assetto Corza Competizione, mapping Loupe Deck controls to in-game actions.

We then conducted omnichannel testing to rigorously test the integration across various platforms and devices, ensuring a consistent and responsive user experience. The gaming profile was globally released through the Loupe deck marketplace, making it accessible to gamers worldwide. Finally, we collected user feedback and implemented enhancements to continually refine the gaming profile and user experience.

## The Result

The collaboration between the peripheral company and TVS Next resulted in the successful integration of a dedicated gaming profile for Assetto Corza Competizione into the Loupe deck device. This initiative not only expanded the Loupe deck's functionality but also reinforced the company's position at the forefront of gaming innovation.

## Key Outcomes

### 200+
Downloads from Loupe Deck Marketplace for the ACC profile

### 1 out of 2
One of the first two gaming integration profiles created from peripherals company's side for the Loupe Deck.

### Enhanced User Experience
Gamers can now enjoy an unprecedented level of control and immersion, elevating their gameplay without interruptions.

### Increased Product Appeal
The Loupe Deck's new gaming capabilities attracted a wider audience, including dedicated gamers and e-sport enthusiasts.