**The process to release a successful game title**

Mobile gaming and its trends have always been showing a wide range of deviations in its market. With its growing admirations across the globe, mobile gaming has been one of the best technological advancements that had occurred in the gaming sector. They have been a monstrous amount of recreation and refreshment providers for numerous across the globe.

With every development you make, it is the most crucial thing to decide whether your concept and feature are going to get a boost in the market or not. Market analysis is the first step towards success. Then arrives the maintenance of your core idea and the measures that can be opted to ensure the success patterns.

With the emerging and transforming trends, it is a great deal to develop a user accepted and admired game and to turn the trend towards your developed product!

Let us see what is required to begin from scratch and move up to a successful brand title.

**Designing and Prototyping:**

Before anything or we can say everything, even the deigning, one must have a proper idea of what a development criterion needs to be. So, get ready with your idea and a project plan for the development process, the product required, and the tools to opt.

Now, since the hyper-casual games come in a wide range of trends by various mechanics, it is opted by most of the game developers to use BuildBox for preparing a prototype for the testing.

BuildBox game development platform is a non-coding requiring platform for getting glorious developments at your doorsteps without much hardship! The most populous one is the ‘Colour Switch’ with near about 200 million+ downloads across the Earth. For both 2D and 3D mobile games, with the changing trends, designing and prototyping has been comforting with the use of BuildBox.

**Testing and market analysis:**

The successful titles generally rise after a number of unsuccessful or not much success full trials. With the variance in the gaming market every month, it is not an intelligent move to go after some coding part and doing all that hardship before prototype development and testing. BuildBox comes with a fascinating range of applications and features that a wide range of developers use for prototyping and testing.

Testing could be carried out by a number of ways, like:

* Online surveys or going for online game testing providers for the developed prototypes.
* A/B testing or testing on the devices of the various people by providing online links for downloading the prototype.
* Prototype testing by pro gamers who spend around 10+ hours playing.

Then comes the market analysis phase. With the testing, analyze the market attraction produced by it, and also the engagement offered by the developed game. During analysis, one needs to analyze the profit percentage of the developed prototype. The analysis contains:

* Users engaged with the gaming trend.
* Numbers of players per day post the download.
* Profit attained over the invested amount.

**Eye over a few statistics:**

Mobile gaming emerged as a storm to the technological era. With a wide range of developments, here are a few mind-blowing statistics about mobile gaming, and how various tech giants also came up with a successful title after failing trials.

* Angry Bird…A simple yet amazing concept launched by Rovio. By the time Angry Bird was launched and it started gaining a handsome revenue, Finnish developer Rovio got almost bankrupt with about 51 other unsuccessful titles.
* Onlive, a game streaming service marked to about $1.8 billion in 2011 but was sold out merely at $5 million in 2012 with such a giant loss.
* Mobile gaming is a $68.5 billion global market conqueror for the gaming industry.
* In 2018, about 73% of the total app revenue was generated from gaming applications.

There is a wide list of various mobile games that have gained millions and billions of revenue per month with the ongoing trend and have been successful brands and titles.

**Publishing:**

Whatever the development is about, every release in the market requires a publisher. One can be a publisher himself or go for the tech giant publishing companies for the success patterns.

Apart from the revenue generation and Life Time Value (LTV) of a gaming application, there are a few more agendas that need attention for a successful game title to be released. A publisher focuses on other aspects like branding, marketing, advertisements, monetization, product strategies, store optimizations, and many more niches.

There are various publishing giants across the globe with Electronic Arts, Activision, Rovio, Ketchapp, And a few others being the market heads. Good publishing defines how successful the game trend might go up to.

**Maintenance**

After the release, the hardship is not over! The game developers and the publishers need to provide various in-game releases and updates and need to design and change the User Interference and User Experience to ensure the game’s success.

There are various games that get released just after a new trend comes in…only with a few changes. For example, with the release of Candy Crush, a range of games like Gardenscapes, Fishdom, etc can into play with a slight variance. Now, since there cannot be any copyright to be done with the gaming trends and new development, a gaming publisher and developer needs to ensure a number of ways to maintain its SUCCESS!

That’s it! A number of steps to be followed and you are Good to Go!