

TestMyApps

Production Access Questionnaire

Wordez

Q1. How did you recruit users for your closed test? For example, did you ask friends and family, or use a paid testing provider?

We recruited closed-test participants through Reddit and Android communities, focusing on parents and players interested in educational word games. These channels helped us reach Android users who could install Wordez, try its picture-based puzzles, and share feedback before production review.

Q2. How easy was it to recruit testers for your app?

We recruited testers through Reddit and Android communities, coordinating with participants willing to install Wordez and try its word puzzles. Finding engaged users took outreach and follow-up, but these channels helped us collect practical feedback on the game's learning experience.

Q3. Describe the engagement you received from testers during your closed test

Testers reviewed picture-based word puzzles, missing-letter answers, category selection, level progression, and the overall interface. They also explored optional pronunciation support and progress features where available, helping us assess the core gameplay and identify usability or layout issues.

Q4. Provide a summary of the feedback that you received from testers. Include how you collected the feedback.

We collected feedback from participants recruited through Reddit and Android communities. Testers shared observations while navigating levels and solving picture-based word puzzles. We reviewed their comments, identified UI layout issues, and corrected the reported problems before production review.

Q5. Who is the intended audience for your app?

Wordez is designed for children under 10 developing vocabulary, spelling, memory, and word recognition skills. Pictures and missing-letter puzzles create a simple learning experience across categories such as animals, fruits, and everyday objects, with optional pronunciation support.

Q6. Describe how your app provides value to the users.

Wordez uses picture recognition and missing-letter puzzles to help children practice spelling and vocabulary through play. Multiple categories, many levels, optional pronunciation support, and offline play for most levels make learning accessible and engaging for young learners.

Q7. How many installs do you expect your app to have in your first year?

We estimate between 0 and 10,000 installs during Wordez's first year on Google Play. Adoption will depend on family interest in educational games, store visibility, and recommendations. We will review installation data and feedback after launch to understand demand and guide future improvements.

Q8. What changes did you make to your app based on what you learned during your closed test?

We reviewed feedback from the closed test and corrected the UI layout issues testers reported. We also checked the clarity of puzzle screens, letter selection, and navigation between levels to make the core word-learning experience easier for children to understand and use.

Q9. How did you decide that your app is ready for production?

After reviewing closed-test feedback and addressing the reported UI layout issues, we consider Wordez ready for Google Play production review. Testers evaluated its core picture-based word puzzles, and we will continue monitoring feedback to identify further improvements after release.

Q10. What did you do differently this time?

This is a subsequent app submission, so we applied our experience with Google Play's closed-testing and production-access process. For Wordez, we recruited testers through Reddit and Android communities, reviewed feedback on the puzzle experience, and fixed the UI layout issues reported.