

End to end QA solution for mobile applications

CASE STUDY

- Setup offshore mobile testing CoE
- Swiftly Integrated test cycle with highly agile development process.
- Increased market ratings from 2 to 4.5 over a period of 6 months.
- 68% reduction in mobile app usage bounce rate.



About the client

“The client” is an Indian e-commerce startup company. To increase their customer base and market reach, they have developed mobile applications for iOS, and android platforms.

Challenges

- ✓ Due to highly dynamic dev cycles (daily releases), end to end testing was not happening properly.
- ✓ Large number of desired mobile devices combinations to be tested (68 in count)
- ✓ App stores ratings were really poor and needed to be boost up in a short span
- ✓ Lot of functional issues in backend product management system hindered fast paced testing and resolution of bugs.
- ✓ Slowness in application usage was reported by many users, and hence identifying and optimizing the bull’s eye was a challenge

Solution

- ✓ At the initiation phase we setup an offshore mobile test CoE for the client, where we setup a dedicated QA environment and mobile test LAB with all the desired devices.
- ✓ Our test specialists did one round of end to end testing to uncover maximum bugs present in the current system. Then we swiftly integrated the QA cycle with dev cycles.
- ✓ Mobile test automation helped in achieving shorter test cycles which also helped in synchronizing QA cycles with dev cycles.
- ✓ Separate group of associated testers/users were identified to form CUG (Closed User Group). This group was given responsibility for testing the application for its usability.
- ✓ To enhance usability and acceptance amongst end customers, usability and design of our application was also compared with other competitive applications.
- ✓ For slowness issue, we performed “on device performance” along with “server side performance” clubbed with our “progressive bottleneck identification” technique.



CASE STUDY

Benefits

- ✓ With high quality application in market, end customers have started using the application and trends shows that sudden decrease in bounce rate.
- ✓ With better usability and UI, ratings in app store and markets started boosting up.
- ✓ End to end testing cycles were integrated with dev cycles and hence every release was tested thoroughly before go-live.
- ✓ Less number of defects / almost no defect applications resulted in decreased business and reputation loss for client.
- ✓ Application and servers were optimized and to achieve faster response time and intern increasing the overall end customer experience



About CresTech

CresTech is a specialized software testing and QA services provider with 300+ consultants spread across its 3 delivery centers at Noida, Bangalore and California (USA). We are the first (India headquartered) Independent software testing company to be assessed at CMMI Level 3 SVC. CresTech works with its global clients in the areas of test automation, mobile QA transformation, cloud migration testing, and end user experience management that includes performance and security testing. Leveraging innovation at its core (with 3 provisional patents to its credit), CresTech is trusted by Fortune 500 enterprises and start-ups alike to help them in their QA programs worldwide.

We specialize in providing custom solutions to attain functional as well as non-functional validation for software products. We are an Innovation driven company and have developed many path-breaking IPs to bring efficiency and cost saving to our customer engagements. As a Software Testing Company, the focus is on providing holistic Quality Management solutions to the customers. We work closely with our customers to help them accomplish their Software Quality Management Goals successfully.

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