

## Qualitest Helps eCommerce Organization Turbo-Charge Their Mobile Apps Testing



### Challenges

Complete dependency for testing on the automation team during regression runs.

Testing speeds were slow with the chance of missing bugs and defects.



### Solutions

Deploying testing tasks enabled a focus on other testing areas during regression runs.

Having an initial one-time setup, configuration, and updates of the testing environment helped to increase testing speeds.



### Results

Efficiency was improved by up to 50% when it came to testing tasks and regression runs.

The speed of testing, both manual and automated, was significantly improved.



## Client overview

Our Client is an established and reputable multi-channel retail business that has been in operation for over 50 years. It has developed from its humble beginnings in the UK when it specialised in the provision of predominantly paper products sold through a mail order catalogue and now employs over 1000 people from their headquarters in Lancashire, UK.

They now provide an extensive product offering, and the catalogues, leaflets and website now include a wide variety of goods including cards and wrap, innovative gifts, gadgets, Christmas decorations, books, jewellery, toys, confectionery, household, garden & outdoor and electrical goods. Other areas of expertise include the provision of hundreds of exclusive products that can be personalised at no extra charge.

Our Client also offers a discounted range of merchandise, clothing and footwear including top brand names and has also developed their own fabulous range of branded clothing. The Christmas period is a very important time for the business, with a large proportion of customers' demand being seen over the second half of the year, when the call for the substantial range of Christmas related products are particularly high.

Product offerings have developed significantly over recent years and have been expanded substantially to offer an ever-increasing range of items all year round. A range of flexible payment options are also available which include Buy Now, Pay Later for Personal Credit Account holders.

## Mind the app gap: bridging the divide between testing expectations and Testing realities

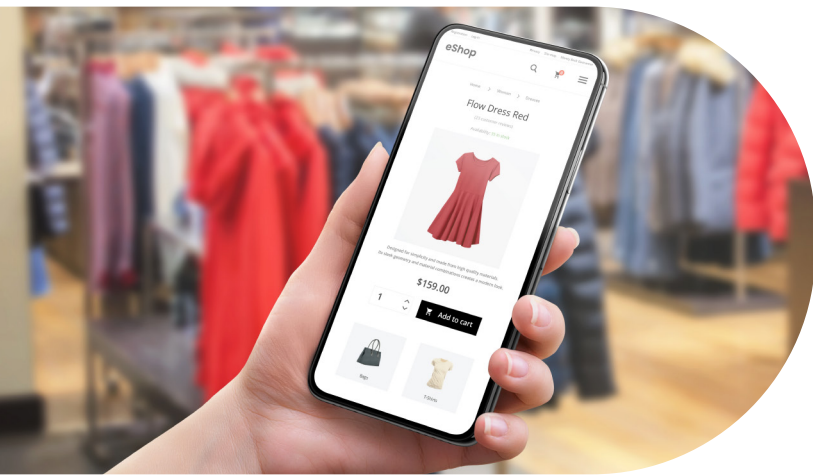
Our Client made a business decision to develop its own in-house app attached to their commercial website. Qualitest was brought in to support all the apps testing activities, both manual and automated.

Deliveries needed to be fast tracked to customers, but using manual testing this was difficult to accomplish. By providing fast and next-day delivery services through the app and streamlining the customer UX journey it was hoped that costs would be reduced, test coverage would be increased, and the challenges of manual testing would be overcome.

As our Client is an eCommerce organization handling test data was a challenging process, and along with other challenges that had to be overcome it was vital that automation was kickstarted with a single available resource. The objective was to reduce the dependency and to ensure testing was user-friendly, easy to maintain, and more compatible for anybody who can easily set up, configure, and run the regression run by the functional team.

### Our Client wanted to:

- Establish a QA partner that understood its industry and business rationale.
- Understand the current production usage and metrics.



- Achieve an optimal level of automation and target mobile apps on both available platforms and web applications on the critical results delivery.
- Suggest and implement toolsets for automation testing and monitoring solutions to locate the exact testing bottlenecks.

Qualitest was able to meet our Client's expectations by ensuring that we set up a lab-enabled concurrent execution for them to reduce effort and execution time. We built a strong automation testing approach that accommodated the testing of mobile applications on Android and on iOS platforms, as parallel/concurrent execution of additional value to our Client.

## No app left behind: implementing an iterative process model and a two-phase approach to testing

Qualitest implemented an iterative process model, with two clear, well-defined phases:

- Phase 1 – automation testing transition and identifying the right framework.
- Phase 2 – regression run made easy by introducing parallel/concurrent execution on different platforms.

### Phase 1 – identifying the right framework

In this phase, Qualitest undertook enterprise-level deep dives and fact-finding excursions into our Client's existing production systems.

From this we gained a detailed understanding of their frequently used business processes, volumetric information, and system usage. At the end of this phase, we provided a precise automation testing strategy, along with a tool that would be used for steady state project support.

After a deep dive into several proofs of concept and demos, we also identified the right solution to run these automation tests. Building on the trust developed with our Client over time, Qualitest recommended the use of Eggplant Functional as the automation testing platform.

### Phase 2 – regression run made easy by introducing parallel/concurrent executions on different platforms

In this phase, we took all the necessary steps to simplify the regression run in order to overcome all the manual operations and dependencies on the automation expert. As a result, the tool is user-friendly, compatible, easy to maintain, and importantly no manual intervention was required during execution.

A simple command and single click triggered the complete regression run. However, a one-time test setup and configuration was done manually. On completion of the run, the logs are saved to their respective folders with the evidence i.e., all the pass and failed test scripts which were captured along with the execution flow with screen shots. The goal was to make an intelligent platform independent to handle the regression run.



In addition, we took all the necessary steps to run the regression on both Android and iOS. In simple terms, parallel and concurrent execution is a means to test multiple applications or multiple components of an application at the same time. This involves allocating testing resources to multiple branches of testing and carrying them out concurrently, which in turn will reduce the testing time and effort and give a substantial ROI to our Client.

## Key benefits

- **Greater testing cohesion** – our Client was able to take advantage of a platform independent system which supported Windows, MacOS and Linux.
- **Time saved** – our Client was able to cut down the time taken to run tests by up to 75% by performing tests on multiple devices on both iOS and Android.
- **Better test coverage** – our Client's test coverage by parallel execution significantly boosted their ROI by up to 50%.
- **Parallel execution testing** – our Client was able to take advantage of timely reporting and quick feedback in their parallel execution testing.

“Qualitest helped the Client to improve their efficiency by up to 50% when it came to testing tasks and regression runs.”

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