



Trigent's DevOps Testing Team Ensures Success in Fortune 50's Mobile Loyalty App Launch



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About the Company

This consumer packaged goods company is one of the oldest multinationals in the world, owning over 400 brands, with its products available in around 190 countries across the globe. It is also the world's largest producer of food spreads, such as margarine.

Business Need

- The client planned a mega brand-building initiative by creating a mobile application with promotional videos of its product offerings. It would incentivize users to watch these videos and reward them for their patronage. The campaign would target consumers who lived in remote places in India and depended largely on mobile devices for communication.
- The process required that users would download the app and register, after which they would be required to view videos at least fifteen times a week. A weekly sum of money would be credited to the wallet which they could use to recharge mobile data or talk time. The 'Wallet' and 'View' counters on the app would be updated and the user could at any time, view and redeem balance amounts.
- Following a rigorous go-to-market strategy, and with the app scheduled to be launched in less than three weeks, the client partnered with Trigent to test the mobile application.

Key Challenges

- The app had been developed without a requirement document in place, which meant that the testing team working with tight schedules, would have to understand requirements on-the-go.
- The app had to be tested on four different Android versions to ensure comprehensive compatibility.
- Since the app would be accessed by users living in remote corners of the country, the app also had to be tested for performance on 2G and 3G networks.
- The wallet was a third-party tool and had to be tested for integration and functionality, i.e. balance redemption, balance in the account, and so forth.
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- The app had to be tested for video streaming quality and speed.

Solution

- In the absence of the requirements document, the testing engineers worked with the operations team on a daily basis, to ensure that all the features of the app would be tested.
- They installed an 'Android Application Package' (APK) and executed the app in multiple Android versions to ensure compatibility.
- By creating real-life scenarios, where credit balance was added to user cases, they tested the wallet(s) for reliability.
- To verify connectivity on 2G/3G networks, the testing team used hotspots offering 2G/3G networks and conducted performance testing.

Benefits

- The team performed 170 test cases and identified 130 bugs. The bugs fell into three categories with nearly 80 major bugs, 24 minor bugs and 28 trivial bugs. The app if it had been launched without undergoing this level of testing would have had questionable results from the branding initiative which could have resulted in negative branding.
- Based on the intensive involvement with the client's marketing and operations teams, Trigent's test engineers, went the extra mile suggesting improvements and enhancements, which were incorporated in the company's app-related branding plans for the future.
- The project was completed within scheduled time frames.

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