


# Establishing Testware and QA Testing for a Movie Ticket App

TESTCo received a call from TixID, an international mobile developer working on a ticket booking app. The young company lacked the necessary staff to perform QA operations for their product. TESTCo was hired to work alongside the company's QA Lead, Devina, to build TixID's QA infrastructure capable of making testing seamless within the business.

## Challenges

There were several immediate challenges posed to TESTCo. First, the client was facing customer complaints. This is very crucial because movie ticket booking is a very customer-focused business. Complaints about the in-app experience will negatively impact branding, marketing, and revenue. Complaints will greatly increase customer churn and result in losing current and future customers.




The client was facing customer complaints about their app.

Additionally, TixID's testware was deficient and the testing processes were not well defined. Proper testware allows businesses to make the most of their existing investment in testing. Without defined and efficient testing, there are no protocols to follow regarding testing and this results in significant capital and time loss.

## Approach

TESTCo provided four types of QA services for the client: manual testing, software test automation, and load and performance testing. Of importance to TixID, these services could be readily provided on-demand, allowing the scaling of services to match requirement fluctuations over time.

In addition, working with Devina, TESTCo served in a consulting capacity to help define the optimal testing strategy and create new testware.



TESTCo provided four levels of QA services for the client.

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As part of TESTCo's standard operating procedure, it implemented daily progress reports. These benefited the QA Lead in two ways. They provided great visibility on what each team member was doing, and the reports facilitated coordination of the global team.


Lastly, TESTCo helped implement a culture of collaboration and idea sharing within the QA and development team.

As with every client project, TESTCo assigned a QA manager and test engineers to implement these strategies. The QA manager helped recommend strategies to achieve the goals while simultaneously nurturing TixID managers to fulfill these roles after TESTCo was done with the project.

The test engineers discovered and reported the defects in a manner that identified the root causes of the failures and facilitated fixes by the dev team. The test engineers took steps to automate the regression suite and document how the testing would reduce the burden on the manual testing team. The test engineers helped prepare the client for future projects by illustrating the best QA practices and brainstorm initiatives for other QA projects.

## Results

TESTCo helped solve many of the user complaints that had plagued TixID. Since working with TESTCo, the quality of TixID's product improved significantly and the user pain points that were causing complaints were all addressed. The improved quality can be quantified by the rating on the app store. The app store rating for TixID's app was over 4.7. This is crucial because the positive momentum from good reviews helps marketing to attract new customers



TixID achieved #2 ranking on both the Google Play Store and Apple App Store.

TixID achieved #2 ranking on both the Google Play Store and Apple App Store. After reaching this point, TixID maintained its position. In the years following working with TESTCo, TixID grew its users by over 50%. The increased quality of the product coupled with user growth exhibited the stability of TixID's product and business.

How to Contact TESTCo Outsourced Software Testing

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