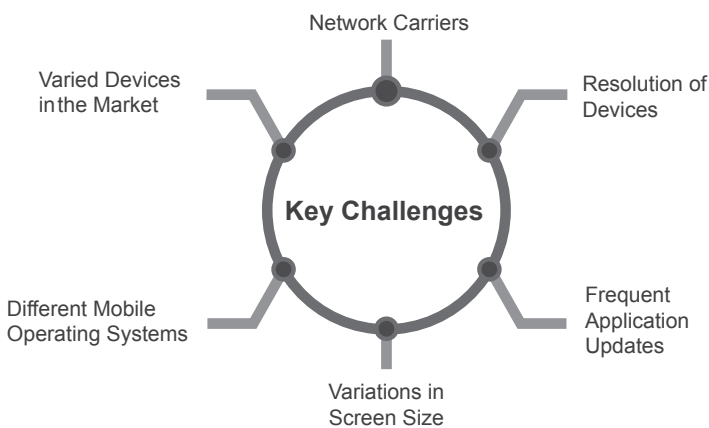# Mobile Website Testing for Leading Retailer

Client Overview

The client is a leading British multinational grocery and general merchandise retailer. It operates a home shopping service through a website for desktop users, and a mobile web application for mobile devices.

The Need

As one of the key players in retail market, the client was facing some major challenges in testing their application on mobile devices.

Key Challenges: Network Carriers, Resolution of Devices, Frequent Application Updates, Variations in Screen Size, Different Mobile Operating Systems, Varied Devices in the Market

The client wanted to achieve the following:

- Reduce testing time
- Increase the amount of test cases
- Improve the overall system quality without affecting testing time
- Identify an expert testing technique to avoid loss in customer value due to defects in production
- Swift execution of continuous enhancement releases, especially for testing multiple devices with multiple operating systems.

The Solution

Hexaware was chosen to conceptualize and provide a testing strategy to address their business challenges.

- Hexaware kick started the engagement by evaluating and implementing an Agile delivery approach across the UK and India
- The Agile delivery model helped in faster release and deployments, leading to a significant advantage over competitors
- Hexaware implemented a risk-based test approach combined with a detailed impact analysis of each change which enabled optimization of the regression effort for each release rather than running the entire regression suite for every sprint.

Value Delivered

- Enhanced test coverage and reduced regression testing time for the applications by 85% per cycle across devices
- Reduced test design efforts by 65% and maintenance efforts by 78%, by implementing a scriptless test approach
- Significant increase in the business' satisfaction index due to the improvement in quality, as a result of 99.5% Defect Detection Efficiency
- Increased brand visibility for client products, as per social media data analytics, due to the increase in velocity of the release deployments.

Agile Framework

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.' We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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