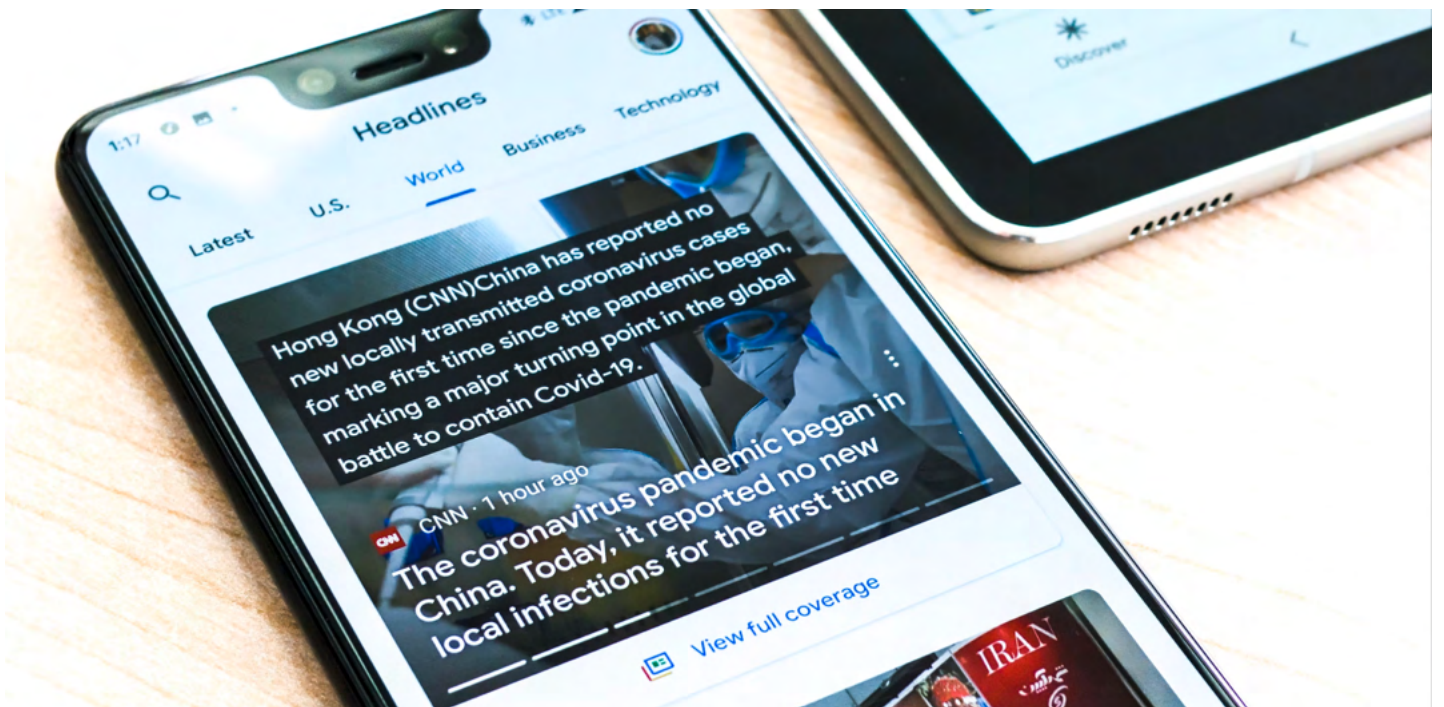


# Manual Testing and Delivery in Media Domain



A Renowned newspaper and media in India with multiple platforms and different revenue platforms.

## The Challenges

### **The Client have gaps in the QA Process and release cycle was not planned earlier :**

- Testing process was not aligned with the Dev and Business processes.
- Frequent Releases and not following the proper agile methodology.
- Gaps in Requirement and there was a lot of UAT feedback.
- Proper Estimation and Planning was missing.
- There were a lot of issues with Production.
- Page Experience issues with almost all the platforms.

## Quarks Solution

### **Quarks Involved with the QA Process and their product Deliveries :**

- We are involved with the Project and Product team and done analysis on the current Process.
- We found gaps and we started resolving them.
- We established an End to End QA Process.
- Synced with Dev and Business for more refined requirements.
- Test cases design and end to end execution and proper tracking of issues during sprint cycle.
- Set up multiple reviews of ongoing tickets with Product and business to reduce the gaps.
- Identified almost all production issues and updated the business team for priority and the project team picked those issues in the sprint cycle. Gradually reduced the production issues.
- Extensive Testing on different devices to identify page experience issues.

### Quarks innovative solutions helped

- Bug Leakage on the Production has been reduced upto 80% that is the achievement.
- Achieving almost full test coverage of changes so that 90% bugs we have reported in the early stage.
- 80% of the coverage has been done in Regression testing and most of the issue has been reported in Early stage.
- Bounce Rate has been decreased upto 40%.
- On time Delivery has been achieved to meet the business objectives.
- 90% of the cross platform and page performance issues have been resolved.
- Page Performance has been increased and achieved good numbers in Web Vitals.
- AMP Page performance has been increased upto 65%.