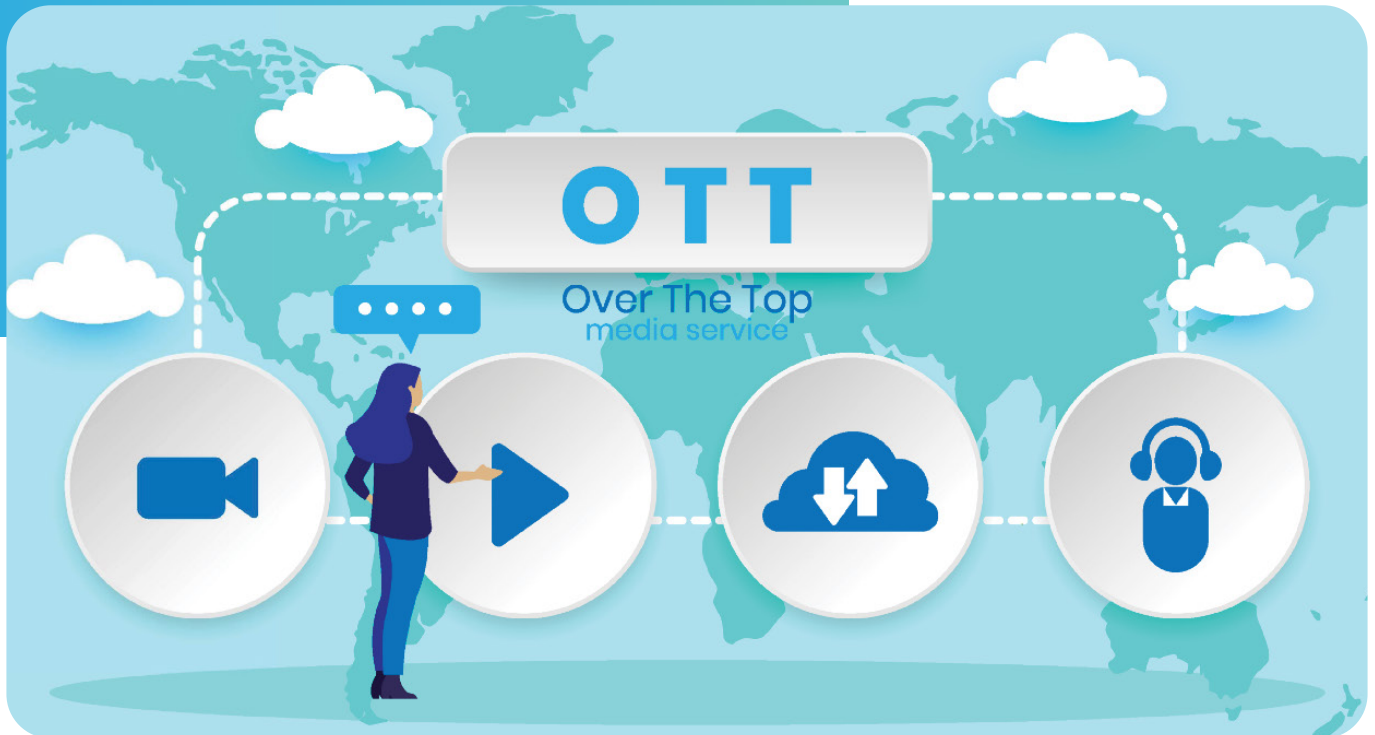# SUCCESS STORY

5X FASTER AUTOMATION FOR AN OTT PLATFORM

PROJECT OVERVIEW

By testing and validating the platform's various features as well as automating the functional test scripts and confirming the usability of the application in browsers and mobile devices, Indium assisted the client in improving the content quality, user experience, and functional stability across platforms and devices.

It emphasises seamless content access, aggressive release schedules with dynamic upgrades, and an extensive QA strategy to guarantee viewer pleasure.

CLIENT DOMAIN

Media & Entertainment

SOLUTION DELIVERED

Automation using uphorix

KEY HIGHLIGHTS

- Utilized uphoriX Automation Platform to generate functional automated scripts for UI-based actions, resulting in 80% savings in test execution effort and 100% savings in retest effort.

- Parallel execution on multiple browsers, devices, and channels to validate compatibility and ensure consistent user experience.

- Automation efficiency is 5 times faster, encompassing test case maintenance and resource utilization.

ABOUT CLIENT

The client is an entertainment company in the US, offering premium on-demand online content services on their platform/channels. The company attracts over 30 million viewers with OTT services, live TV, and other content accessible on various devices.

BUSINESS REQUIREMENTS

The platform is equipped to provide thousands of quality content and aims to enhance its quality in terms of user experience and functional stability across platforms and devices.

- Seamless content access (accuracy and timeliness) and streaming experience.
- Competitive and short release cycles with dynamic content changes/updates to the app to retain and attract new customers.
- Comprehensive QA strategy and immediate reporting of results with viewer experience goals such as buffering, video quality adjustments, interrupts, UI, etc.

TESTING REQUIREMENTS

- Test the UI/UX of the platform by validating elements on each screen that a user would interact with and experience the features.
- Verify the usability and functional quality in a complete and exhaustive sequence, from the launch of the URL to consistent experiences on user devices.
- Ensure compatibility across browsers and devices.
- Implement automation solutions for rigorous functional and regression test coverage.

SOLUTION HIGHLIGHTS

- **Automation functional Testing Solutions**
  Swift release testing: Utilized uphoriX Indium's Smart Automation Platform to generate functional automated scripts (non-selenium based) for the UI based actions. (the application is UI heavy and contributed to maximum coverage using automated test scripts). Test execution effort saved was 80% as the remaining 20% was used to prepare reports.

- **Multiple Retest Effort Saving:** As the test scripts were recorded and automated, the retest effort for defects was reduced by 100% since executing the tests became as simple as clicking a button.
- Expedited testing through parallel execution across multiple browsers and devices.
- Creation of over 300 test scripts for live applications, covering dynamic content scenarios with the flexibility to customize and reorganize them as needed.
- Scheduled test execution on multiple environments with real-time reports.
  Continuous Testing:
- Real-time reports and dashboards to track test execution status and summarize results.
- Check the spacing, formatting, and grammar and make it error-free. Proofread to ensure accuracy and consistency is good. Tweak if needed and do not add any additional content.

BUSINESS IMPACT

- The uphoriX platform effectively handles dynamic scenarios and is well-suited for the application under test, which requires frequent content and feature updates.
- Keeping up with release cycles: Automation efficiency is 5 times faster, including test case maintenance and resource utilization.
- The solution is extendable, thanks to the open-source components of the uphoriX platform, without incurring additional costs for enhancing test management capabilities or integrating with CI/CD. Automation transparency: Clearly summarizes the scenarios and workflows that are automated.
- ROI on automation testing, compared to manual testing, is clearly evident for each release.

TECH STACK

aws   Streaming OTT TV /
Android and iOS Devices

ABOUT INDIUM

Indium Software is a fast-growing Digital Engineering company, focused on building modern solutions across Applications, Data, and Gaming for its clients. With deep expertise in next-gen offerings combining data and applications, Indium offers a wide range of services including Product Engineering, Low-Code development, Data Engineering, Ai/ML, Digital Assurance, and end-to-end Gaming services.

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