

CASE STUDY

High-quality rapid innovation is enabled for collaborative media platform

In 2019, a new media production company was growing fast and innovating faster. Their open-collaborative media production platform allowed a growing community of visual artists, musicians, actors and filmmakers to collaborate on video production projects. Not only was it growing with artistic contributions, but it was also rapidly growing in functionality to satisfy those contributors.

However, the platform suffered the classic conundrum of rapid development: It was hamstrung by weak QA. That was no surprise, as developers tag-teamed QA in their “spare time”, totaling perhaps two FTEs. Accordingly, only a few dozen test cases were manually created and maintained. This resulted in QA that was limited to ad hoc unit-testing for new functionality only. No regression, load or other testing modalities was performed.

In short, QA was the company’s achilles heel.

Objectives

The customer’s objectives were to achieve test coverage for the entire platform and do so with minimal labor. Further, the comprehensive QA regime that was desired had to cover a much expanded mobile and web application-under-test (AUT), including focused testing of new functionality and critical workflows, plus full regression testing.

Quick Facts

Industry

Media

Region

North America

Applications Under Test

Media Production Platform

The AIQ Solution

AIQ quickly blueprinted the large AUT, an open-collaborative media platform. As soon as the AI driven testing was spun up, it immediately started to find issues that had lain dormant and undiscovered by dev, a not uncommon experience with AIQ's AI driven testing.

A comprehensive QA regime is now executed on a daily basis over a much expanded mobile and web AUT, including focused testing of new functionality and critical workflows, plus full regression testing.

Over 2,000 AI generated tests now cover more than 1,100 unique application actions. These are augmented by hundreds more tests of critical and new workflows that were rapidly created in AIQ Test Designer.

Most importantly, production bugs caused by code defects are a thing of the past. This means that the open-collaborative media production platform runs reliably since production bugs have been squashed.

This is all accomplished with minimal staffing. Indeed, one QA resource covers the entire comprehensive QA regime, including management reporting. One benefit of this is that dev no longer needs to carve out time for test creation.

The bottom line is that the company went from minimal testing to complete coverage in a mere three months. They now have comprehensive regression, smoke and functional tests running nightly on their web and Android applications. Where only ad hoc unit-testing existed before, there is now a comprehensive battery of tests that exercise the core features of the system.

Key Results



- Comprehensive QA Regime
- Very minimal QA labor



- 100X increase in tests: from a little over 20 to over 2,000, all AI-generated