



Reliance Entertainment: An Iconic Indian Entertainment Powerhouse

Automated functional & performance testing of mobile app

The Results

20m

Expected user base for performance testing

10

Versions tested with automated tests in first 2 months

0

Delays in meeting version release deadlines

The Customer

Reliance Entertainment (“Reliance”) is a subsidiary of the US\$20 billion Reliance ADA Group. Reliance is one of the largest content aggregators and platform managers for everything that spells fun on digital devices in India: Bollywood songs and movies, Hollywood movies, mobile and console games and other properties.

Reliance was developing the “ChillX™” mobile application to enable consumers to view the content on their mobile devices. The ChillX™ app was Reliance’s first major product in the mobile entertainment space and a direct competitor to Netflix in India. Key statistics

regarding the scale of this market include:

- 10 million existing, predominantly web-based, subscribers
- User base expected to grow to 20 million subscribers after launch of the Chillx™ mobile app that Qsome was asked to test

The Problem

Reliance was keen to deliver a seamless, bug-free and enjoyable user experience through the Chillx™ mobile app, in order to attract and retain subscribers amid significant competition from local and international players.

The application was required to deliver media-rich content for a variety of users, where access speeds spanned a spectrum of 2G, 3G, 4G and broadband networks.

Accordingly the following quality control imperatives were set by Reliance:

- Easy download and installation from the Google Play Store
- Defect free application functionality through automated regression testing
- Performance testing across mobile and broadband networks in metropolitan and rural locations

Additionally, Audacix was required to work within security and design constraints of other stakeholders such as external content owners and handset manufacturers.

The Solution

Our test engineers utilised our custom-built Qsome Technology Platform to prepare and execute a series of rigorous automated functional tests and performance tests to achieve Reliance's goals. The customer has been very happy with the outcomes:

► Structured Automated Functional Testing

Employed exploratory testing tours to identify “low-hanging “ defects. Created and maintained automated testing scripts and executed automated regression testing of 10 versions of the mobile app across devices and OSs in first 2 months.

► Cross-Network & Cross-Device Performance Testing

Executed load testing across released and unreleased mobile devices on 2G, 3G, 4G and broadband networks. Vital statistics from handsets such as battery, RAM and CPU usage were benchmarked to optimise user satisfaction.

► Advanced Debugging Tools

The Qsome Technology Platform provided a “single source of truth” for defect reporting and resolution. Reliance's development team appreciated the availability of screenshots and technical logs that accurately captured and reproduced defects, making resolution a lot easier and faster.