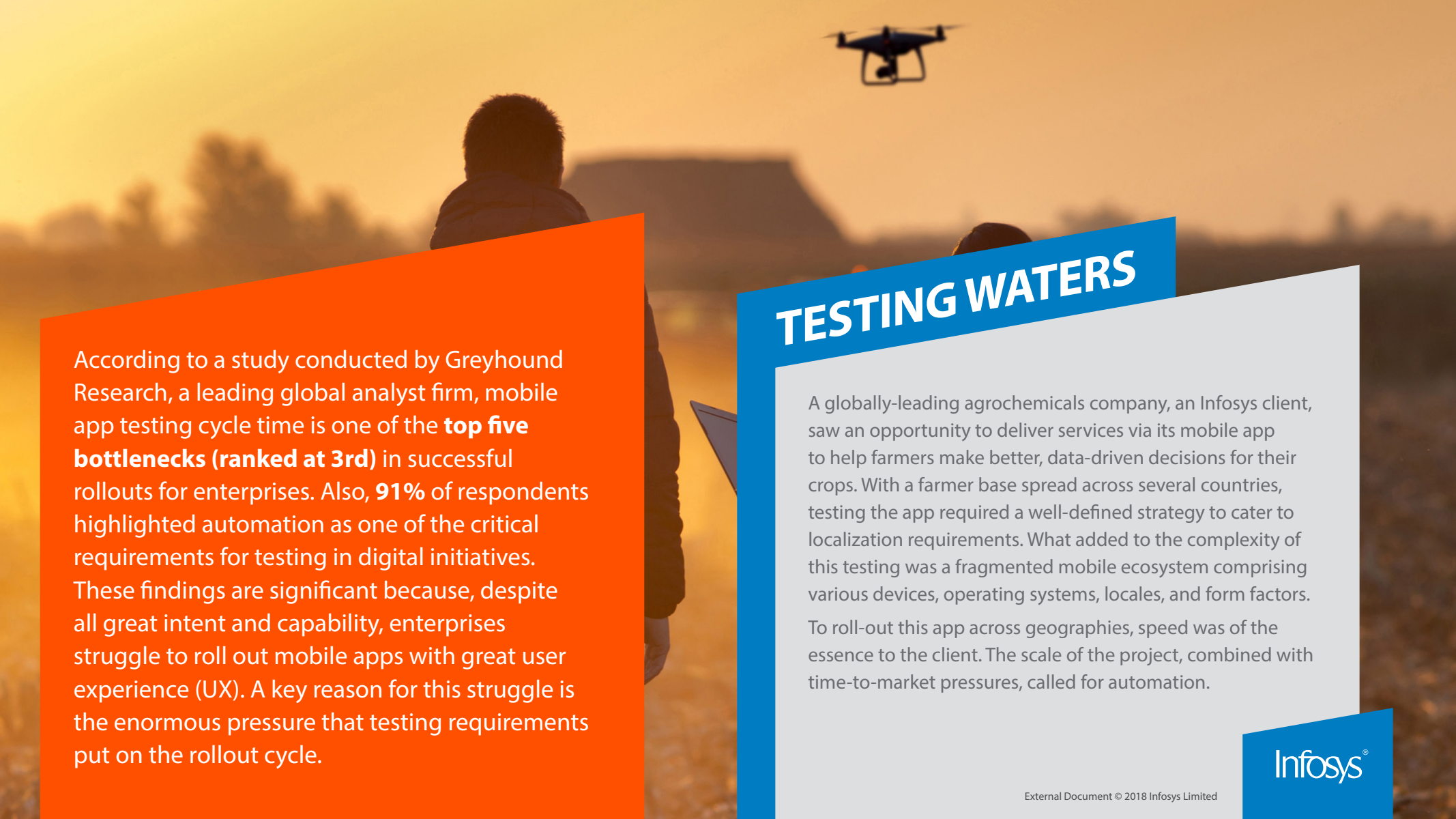# REIMAGINING FARMING AND HITTING REFRESH ON UX

Although implementing a digital strategy implies enterprises can achieve better efficiencies and productivity along with delivering better experiences, the real opportunity before them is to rethink their business model (and more). This also applies to enterprises involved in the food and agriculture sector that is perceived to be governed mostly by traditional methods and techniques. Today, farmers have access to technology and resources that offer data and insights for not just efficient farming, but to make the *business of farming* more effective.

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According to a study conducted by Greyhound Research, a leading global analyst firm, mobile app testing cycle time is one of the **top five bottlenecks (ranked at 3rd)** in successful rollouts for enterprises. Also, **91%** of respondents highlighted automation as one of the critical requirements for testing in digital initiatives. These findings are significant because, despite all great intent and capability, enterprises struggle to roll out mobile apps with great user experience (UX). A key reason for this struggle is the enormous pressure that testing requirements put on the rollout cycle.

TESTING WATERS

A globally-leading agrochemicals company, an Infosys client, saw an opportunity to deliver services via its mobile app to help farmers make better, data-driven decisions for their crops. With a farmer base spread across several countries, testing the app required a well-defined strategy to cater to localization requirements. What added to the complexity of this testing was a fragmented mobile ecosystem comprising various devices, operating systems, locales, and form factors.

To roll-out this app across geographies, speed was of the essence to the client. The scale of the project, combined with time-to-market pressures, called for automation.

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ELIMINATING FAULT LINES

Infosys accomplished this through a multi-pronged approach that included development of a master regression test suite, automated progressive and regressive testing, leveraging coded UI automation for the Windows apps, and uninterrupted test cycles. Additional complexity due to localization requirements demanded a smart approach to handle various test scenarios across countries. The Infosys team developed locale-agnostic test scripts for multilingual testing. It also leveraged open source tools to avoid unnecessary cost overheads and delays for the client.

Infosys helped the **client automate 90%** of the testing, drastically truncating their time to market. The results were impressive, with zero defects at the user acceptance stage, which meant even faster rollouts and an enhanced UX. Infosys also integrated functional test automation in the DevOps pipeline of the client's digital platform. This outcome was achieved within a month of the project launch, resulting in more efficient and broader rollouts.

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REIMAGINING FARMING AND HITTING REFRESH ON UX: THE FIVE TAKEAWAYS

1. **Identify** areas of automation and leverage testing frameworks along with reliable regression testing methodologies. Also, apply staggered automated testing scenarios that make 24X7 testing possible.

2. **Assess** available software licenses and leverage open source software (avoiding unstable and expensive alternatives) to ensure cost-effective and efficient execution.

3. **Experiment** with unconventional options, like coded UI automation where open source software or enterprise license tools are not available.

4. **Develop** functional and regression test scripts along with code development to allow for parallel and efficient rollout cycle.

5. **Create** regression suite and automate governance, including reporting of test results. A clear testing strategy enables consistent, repeatable, and efficient testing operations for multi-geography rollouts while leveraging in-house expertise as well as learning from previous deployments.

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BIG LEARNING:

Time-to-market is a significant factor in the success of digital initiatives. A heterogeneous and fragmented ecosystem poses inherent challenges to mobile app testing and rollout. For large enterprises, geographical distribution challenges put additional pressure on rollout timelines. It is critical to develop smart strategies and leverage deep expertise in specialist areas of mobile testing to deliver great UX with speed.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how apps, despite complexity, can deliver great user experience by reaching out to us at askus@infosys.com

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