

# AI-DRIVEN PRODUCT-CENTRIC QUALITY ENGINEERING

## Abstract

This paper introduces a transformative approach to Quality Engineering (QE) by applying AI to a product-centric model. We explore how artificial intelligence can serve as the central nervous system for Product-Centric Quality Engineering (PQE), enabling real-time defect prediction, autonomous testing, and intelligent quality metrics. The paper details the integration of AI across the entire QE lifecycle, from test design and data intelligence to ethical governance and continuous monitoring. It also highlights how Infosys Engineering's proprietary platforms and accelerators operationalize this vision. The future of QE is envisioned as a self-evolving ecosystem where AI and human collaboration drive resilient, scalable, and customer-focused product quality.

# Introduction: Redefining Quality Engineering

Product quality is a critical differentiator in the modern digital landscape. This whitepaper introduces AI-Driven Product-Centric Quality Engineering (PQE), a new approach that fundamentally shifts quality assurance from a slow, reactive process to a dynamic, strategic function. By using AI at its core, PQE enables continuous feedback, autonomous testing, and intelligent metrics that directly reflect the customer experience.

## Key Takeaways

- Understand the evolution from traditional QE to AI-powered, product-centric QE.
- Learn how AI embeds quality across the entire product lifecycle.
- Discover how autonomous testing enhances speed, coverage, and adaptability.
- Explore AI-driven metrics that align quality with business outcomes.
- Recognize the importance of ethical AI governance and human-AI synergy.
- Envision self-evolving quality systems that continuously learn and improve.

## 1. From QE to Product-Centric Quality Engineering

Traditional Quality Engineering (QE) often operates as a reactive checkpoint, with testing occurring after development is complete. This model can lead to delays, missed defects, and a disconnect between quality assurance activities and the actual customer experience. Product-Centric Quality Engineering (PQE) inverts this paradigm by embedding quality into every phase of the product lifecycle, transforming it into a strategic enabler of business value. PQE makes quality a proactive, customer-aligned discipline that drives product excellence from the start.

### Key Shifts in PQE:

- **Quality as a Strategic Partner:** Quality moves from being a gatekeeper to a co-pilot in product development, influencing design, architecture, and delivery decisions.
- **Embedded Quality Across Lifecycle:** From requirements gathering to post-release monitoring, PQE ensures quality is continuously assessed and improved.
- **Customer-Centric Focus:** Quality metrics are aligned with user satisfaction, retention, and business outcomes, moving beyond simple defect counts.
  - **Example:** For a telecom product rollout, PQE enabled early defect detection during requirement analysis using NLP-based traceability, reducing post-release incidents by 40%.

## 2. AI: The Nervous System of PQE

Modern software systems generate vast amounts of data, including code changes, test results, telemetry, and user feedback. AI serves as the nervous system of PQE, connecting these disparate data points to enable intelligent, real-time decision-making. This capability allows QE to become faster, smarter, and more reliable.

### Key AI Capabilities in PQE:

- **Real-Time Defect Prediction:** Machine learning models analyze historical defects and code patterns to predict potential issues before they materialize.
  - **Example:** An e-commerce platform used AI to flag a risky change in its payment module, preventing a critical outage.
- **Test Impact Analysis:** AI identifies which modules are affected by a code change, thereby optimizing the scope of testing required.
  - **Example:** A banking application reduced its regression test suite size by 60% using AI-driven impact analysis.
- **Release Risk Scoring:** AI aggregates various quality signals to generate a comprehensive release readiness score.
  - **Example:** A SaaS firm delayed a release based on a high-risk score that was attributed to unstable third-party APIs.

## 3. Autonomous Testing in the Development Pipeline

Manual testing is often slow and rigid. Autonomous testing, powered by AI, introduces adaptability, learning, and continuous improvement into the testing process. It ensures quality is a continuous, self-improving function rather than a static set of tests.

### Autonomous Testing Modes:

- **Shift-Left Testing:** AI integrates with development environments (IDEs) and CI/CD pipelines to identify defects early in the development cycle.
  - **Example:** A logistics company reduced defect leakage by 35% by using AI-based unit test generation.
- **Shift-Right Testing:** AI monitors live production systems for anomalies and performance degradation.
  - **Example:** A media streaming service used AI to detect buffering issues in real time, triggering automated remediation actions.
- **Context-Aware Adaptation:** AI evolves test cases based on real-time user behavior and product usage patterns.
  - **Example:** A travel application adapted its test suite dynamically during peak season based on emerging user interaction patterns.

## 4. AI-Driven Quality Metrics for Product Success

Traditional metrics like pass/fail rates often fail to capture user experience or business impact. AI enables dynamic, meaningful metrics that connect quality assurance activities directly to business outcomes, providing actionable insights.

Metric	Description
User Sentiment Score	Analyzes user feedback and usage data to measure satisfaction. An app used sentiment analysis to correlate UI changes with user churn.
Feature Stability Index	Tracks the reliability and performance of specific features across different product releases, highlighting areas for redesign.
Model Drift Confidence	Monitors the performance degradation of AI models over time. A recommendation engine adjusted its training pipeline after detecting drift.
Prediction Accuracy Rate	Validates the live performance of predictive features, such as a healthcare app monitoring diagnosis accuracy to ensure compliance.

## 5. Data Intelligence: The Foundation of PQE

The effectiveness of any AI system is dependent on the quality of the data it learns from. PQE emphasizes the need to build a robust, ethical, and diverse data foundation to ensure trustworthy outcomes. A strong data foundation ensures every insight and decision is reliable.

### Data Practices in PQE:

- **Synthetic Data Generation:** Creates realistic datasets to test for edge cases and in privacy-sensitive scenarios.
  - **Example:** A ride-sharing app simulated rare traffic conditions to test its routing algorithms.
- **Bias Detection:** Identifies and mitigates bias in both training and test data to ensure fairness.
  - **Example:** An HR technology platform used bias detection to ensure its candidate scoring models were equitable.
- **Scenario Coverage Optimization:** AI generates diverse test scenarios to maximize the coverage of possible user interactions.
  - **Example:** A gaming company used AI to simulate thousands of unique gameplay paths for quality assurance.

## 6. AI-Augmented Test Design for Complex Products

Today's products are increasingly complex, often involving multiple platforms and embedded AI components. Manual test design struggles to keep pace with this complexity. AI can augment human capabilities to scale test design for these systems, ensuring both depth and breadth without significant manual overhead.

### AI's Role in Test Design:

- **NLP-Based Test Generation:** Converts plain-language requirements into executable test cases.
  - **Example:** A government portal automated test creation from its policy documents.
- **Generative AI for Test Data:** Produces realistic and varied data inputs, including edge cases and unusual scenarios.
  - **Example:** A finance application used generative AI to simulate complex fraud scenarios.
- **Embedding-Based Comparisons:** Validates outputs from non-deterministic systems, such as large language models (LLMs), to verify response relevance.
  - **Example:** A chatbot platform used embeddings to confirm its responses were contextually appropriate.



## 7. Continuous Quality Monitoring with AI

Quality assurance does not end at product release. AI enables live monitoring, anomaly detection, and proactive remediation to maintain product health in production environments, ensuring resilience and responsiveness.

### AI Monitoring Capabilities:

- **Real-Time Anomaly Detection:** Instantly flags unusual behavior in live systems.
  - **Example:** A retail app detected a spike in cart abandonment that was traced back to a broken promotional code.
- **Performance Drift Detection:** Identifies gradual degradation in system performance over time.
  - **Example:** A cloud service provider used AI to detect latency drift in a key API before it impacted customers.
- **Auto-Remediation & Alerts:** Triggers automated fixes or alerts appropriate teams before major issues can occur.
  - **Example:** A smart home system automatically restarted a failing service based on signals from anomaly detection.

## 8. AI-Driven Governance and Ethical Oversight

As products become more complex and operate within regulated industries, robust governance is critical. AI can help enforce compliance, track changes, and apply ethical safeguards, making PQE a cornerstone of responsible innovation.

### AI Governance Tools:

- **Automated Compliance Audits:** Checks for adherence to industry standards such as GDPR and HIPAA.
  - **Example:** A healthcare platform automated audit trails for patient data access.
- **Ethical Bias Monitoring:** Helps prevent discriminatory outcomes in AI systems.
  - **Example:** A loan approval system flagged potential bias in its credit scoring models.
- **End-to-End Audit Trails:** Maintains transparency across the entire product lifecycle for regulatory review.
  - **Example:** A legal tech firm used AI to log every model decision.



## 9. Human-AI Collaboration in QE Teams

AI is a tool to empower quality engineering professionals, not replace them. In a PQE model, teams evolve into hybrid units where AI handles repetitive, data-intensive tasks, allowing humans to focus on strategy, complex problem-solving, and creativity. This partnership unlocks new levels of efficiency and strategic impact.

### New Roles in PQE:

- **Quality Strategists:** Define quality goals that are aligned with overarching business outcomes.
- **Data Stewards:** Ensure data quality, relevance, and compliance across the organization.
- **AI Trainers:** Refine models, validate outputs, and ensure the ethical behavior of AI systems.
- **Example:** A product team at a tech startup used AI to automate regression testing, which freed up engineers to focus on exploratory testing and user experience improvements.

## 10. The Future: Self-Evolving Quality Ecosystems

The ultimate vision for PQE is to create a system that learns, adapts, and improves continuously. AI will drive self-evolving ecosystems that respond to feedback, adapt their toolchains autonomously, and maintain a high standard of quality. This future is the next logical step toward achieving true product excellence.

### Evolving AI will drive:

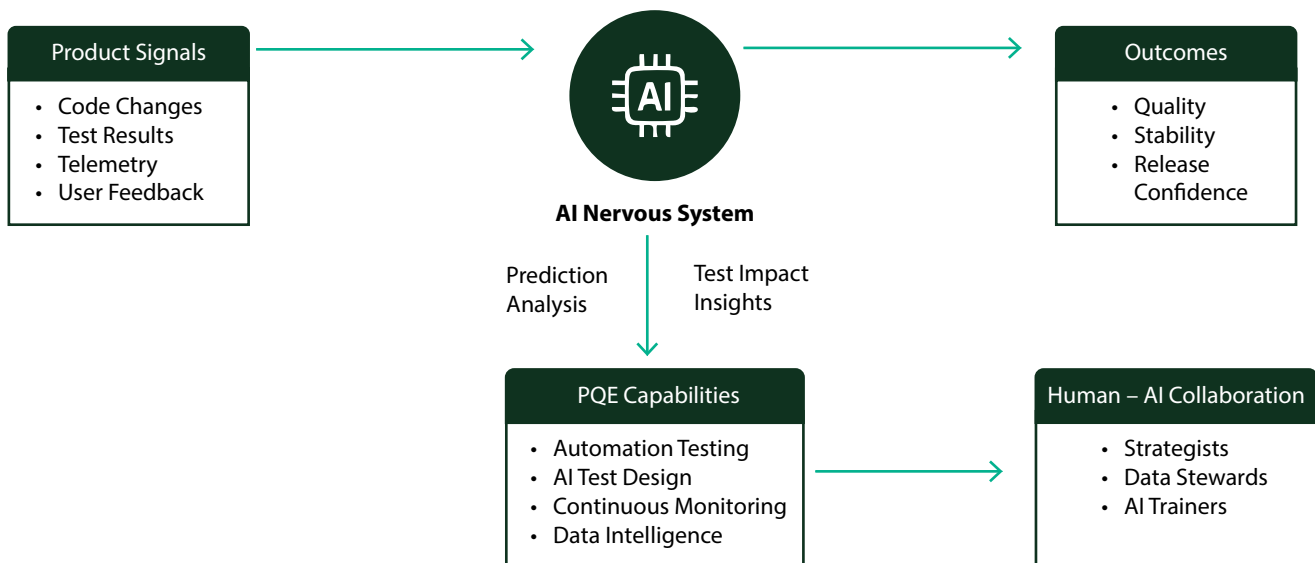
- **Feedback-Driven Evolution:** Systems will learn directly from user interactions and production failures to improve themselves.
- **Toolchain Adaptation:** Testing tools will evolve based on changes in product complexity and architecture.
- **Resilient Quality Paradigms:** Quality practices will maintain excellence in dynamic, multi-platform environments.
- **Example:** A global ERP system used AI to evolve its test framework based on module usage patterns, reducing maintenance effort by 50%.



# Infosys Engineering: Realizing AI-Driven PQE in Practice

Infosys Engineering has embedded AI across the Quality Engineering lifecycle through a unified ecosystem of platforms and accelerators. These solutions enable smarter test design, predictive insights, and scalable diagnostics. At the core is a modular orchestration framework supporting intelligent workflows for test generation, execution, and analysis. Complementary accelerators enhance coverage, optimize regression, and identify reliability gaps, ensuring agility and continuous quality across diverse environments.

## AI Driven Product Centric Quality Engineering



## Infosys PQE solutions & Accelerators



## Conclusion: Engineering Quality into AI from Day One

The future belongs to organizations that engineer quality into their AI-powered products from the very beginning. To succeed in this new era, companies must see Quality Engineering as a strategic partner, invest in data intelligence and autonomous testing, and embrace human-AI collaboration. By making AI-driven, product-centric quality engineering a core part of their roadmap, businesses can create products that are not only innovative but also trusted, resilient, and valued by users.

## Authors



**Sai Krishna Mohan Chitikam**  
Principal Consultant, Infosys Engineering Services



## Co-Authors/Reviewers



**Dr. Sumit Goyal**  
Delivery Manager, Infosys Engineering Services



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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