

# How a Food Delivery Giant Skyrocketed Their App Ratings

## About The Client

A food delivery company based in New York faced major quality assurance issues with its mobile application. To improve the app's performance and user experience, they decided to collaborate with TVS Next. The Quality Engineering team at TVS Next was assigned the responsibility of enhancing the app's quality to unlock its full potential.



## The Problem

The food delivery giant had been facing the problem of getting low ratings on both the Google Play Store and Apple App Store. This indicated an urgent need for a comprehensive review and improvement of their digital product. The app was not meeting the desired level of user engagement and functionality, which ultimately led to low user satisfaction and negatively impacting the company's growth and market reputation.

## The Approach

TVS Next embarked on a thorough decision-making process to develop a robust solution centered on Quality Engineering. A pivotal aspect of this approach was the utilization of diverse testing methodologies, prioritizing early issue detection to guarantee product quality and customer satisfaction.

By seamlessly integrating QA activities into the process, we demonstrated our commitment to delivering excellence in products and services.

## Services



### Omnichannel Testing



### Technology

- Exploratory testing
- Regression testing
- DevOps
- QA consulting
- QA test design
- QA Metrics
- Measurements



## The Process

Our team implemented agile testing practices in the DevOps process, utilizing different types of testing to streamline QA. We implemented appropriate strategies to prevent defects in the initial stage.

The focus was on implementing 'Shift Left Testing,' which allowed us to identify potential issues early and address them even before implementation. It helped us sort design issues promptly and efficiently.

In addition, we integrated 'Data-Driven Decision Making' into our process. This analytical approach ensured we continuously improved and adapted to the project's needs. We conducted a 'Feedback Analysis' for different stages and improved future testing cycles.

## The Result

Implementing robust QA practices has significantly impacted various teams. These new methodologies have helped receive positive feedback from end-users and effectively tackled key stability issues in the latest release.

There has been a significant improvement in the product's quality, which is reflected in the app store ratings. The ratings improved from 2.6 to 4.5 on Android and from 2.9 to 4.4 on iOS.

Integrating QA practices with the existing development process reduced defects at the initial stages. This preemptive action increased efficiency in the development process.

## Key Outcomes

**40%**

Increase in adaptation of new requirements

**5X**

Increase in the testing team's productivity

**10X**

Boost in release rollout speed

Average app rating rose to **4.5+** on app stores

Reduction in the time taken for new feature testing from **3 weeks to just 5 days**