

Title	Ratings driven mobile app testing to achieve faster time to market with high app quality
Category of Topic	“Innovation in Testing” Session
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Abstract (Provide Details of the Topic and limit to 150 words)	<p>A common challenge faced by the mobile app tester is to balance the conflicting requirement of faster time to market and the requirement to perform multitude of testing ranging from functional, UX, usability, compatibility, network, performance, security etc.</p> <p>Making this challenge even more extreme are the known devils of OS and device fragmentation.</p> <p>Brillio addresses this challenge with an innovative approach towards mobile app testing which involves application of analytics and statistics to the data available on app stores. The guiding principle of the framework is that the key parameter that determines the success of a (non-enterprise) mobile app is the ratings at the app stores. With that in mind, the entire testing of mobile application is focused to achieve higher mobile app ratings. Testing areas that have high impact on the ratings are marked as high priority and executed earlier and more often.</p>
Terms of Reference <Specify Technical Terms Used in the abstract>	
Authors Details <Provide Details of the topic and limit to 150 words>	Rana Banerjee works in Brillio as a Test Manger and heads the Mobile Testing Center of Excellence. He has over 12 years of experience in testing across manual, automation and mobile testing spanning multiple domains.
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PS: Please enclose High Resolution Photograph of Each Author, and send them along with the Speaker Submission form by email to **submissions@isqtinternational.com**