



# Streamlining web application testing using the BugBug platform

## CASE STUDY

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**Industry:** Publishing  
**Client:** Confidential  
**Year:** 2023



In 2023, our client, a top Romanian publishing house, faced the challenge of **maintaining high quality across their complex web applications**, especially for their eCommerce portals.

With manual testing being **time-consuming and prone to errors**, OPTI proposed streamlining the testing process via the BugBug automated testing platform, enhancing **efficiency and reliability**.





## CHALLENGES

The project of replacing manual testing with automated tests presented several challenges, both technical and human.

### 1. CONVEYING TEST RESULTS



Ensuring clear communication of test results to stakeholders and non-technical team members.

### 2. PRODUCT RELIABILITY



Detecting failures in functionality before real users encounter them, especially before affecting sales.

### 3. PROVIDING CLEAR AND MEASURABLE KPIs



Automating tests to measure successful versus unsuccessful runs and other indicators.



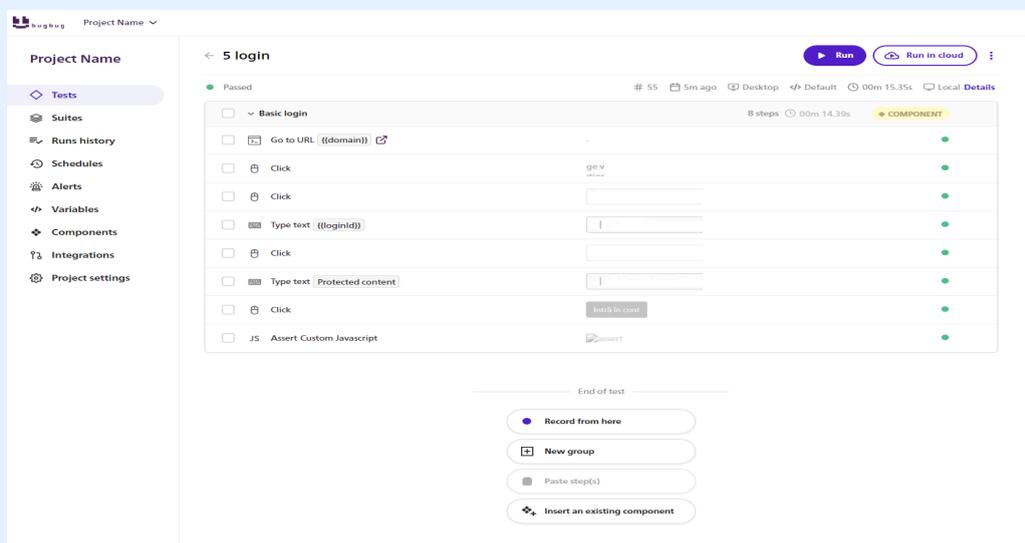
## SOLUTION

OPTI leveraged BugBug's automated testing platform to create a streamlined and efficient testing process. The solution included:

### 1. IDENTIFYING KEY FUNCTIONALITIES



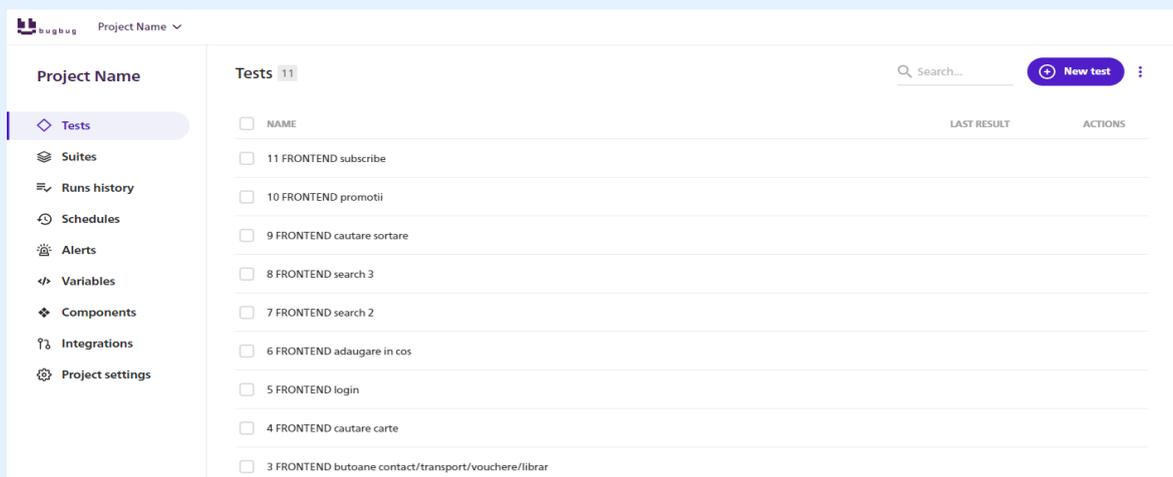
Collaborated with the client to identify the most critical functionalities and processes (hundreds).



### 2. DEVELOPMENT OF AUTOMATED TEST SUITES



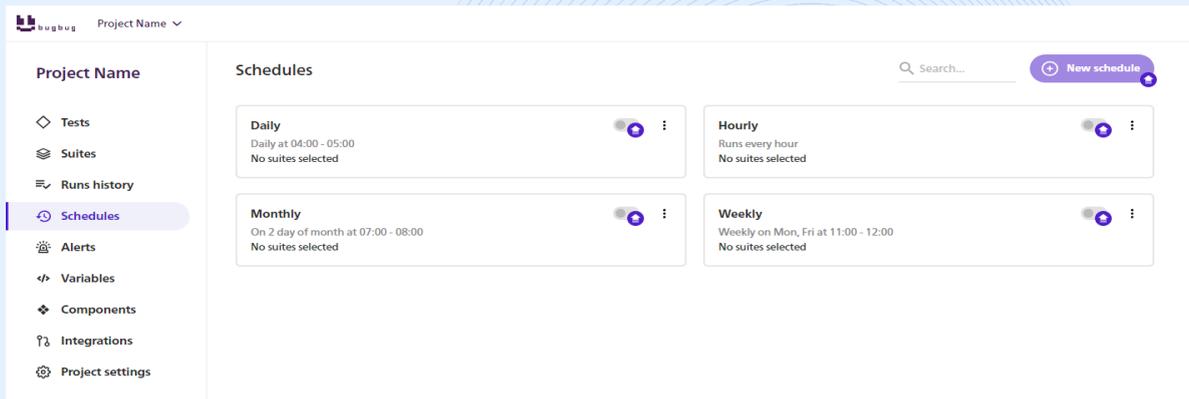
Created test suite to cover frontend functionalities, backend functionalities, including login and user profile.



### 3. TEST EXECUTION AND MONITORING



Enabled both manual and scheduled test execution, allowing team members to run tests independently but also receive reports on daily automated runs.



### 4. COMPLEMENTARY MANUAL TESTING



Manual testing still holds value in certain scenarios, particularly in complex or nuanced situations where human judgment and intuition are required so it is still performed.



Leveraging both automated and manual testing methods enables the team to optimize resources, maximize software reliability and performance, and effectively meet client needs.



## RESULTS

Clear communication regarding testing within the organization was established, ensuring everyone used the same KPIs to effectively navigate product quality issues. The system is still live as of Summer 2024



### **Cost-efficiency**

Faster testing results led to cost savings, the manhours spent on manual testing decreased..



### **Clear measurable reporting**

Stakeholders received concise test reports, offering insights into the impact of changes.



### **Improved time-to-market**

Accelerated release of new features and updates, by avoiding previously detected bugs (TDD).



## TESTIMONIAL

*"OPTI has been our main partner in web software development, web maintenance, and hosting for our business. We recommend their skills in software development as our requests and input are quickly translated into results, thus having a short launch-cycle."*

- Bianca Chirică, ARTHUR Publishing House

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# OPTI

## PRODUCT DEVELOPMENT, AUTOMATION AND DATA MIGRATION

Software company developing products and cutting costs by automations and data migrations. Founded in 2005, with extensive expertise in retail, medical, publishing, and gaming industries.

The OPTI team includes senior analysts and programmers, is ISO 9001 and ISO 27001 certified, HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

## CERTIFICATIONS



## KNOW-HOW

