

# QUALITIMES

A QUALITY THAT DOES NOT CHANGE WITH TIMES

Volume 2, Issue 9

June, 2012

## Editor's Choice...

# Education in Mobile Application Begins in June periodization!!

### Editorial Panel

- Geeta S
- Jyoti R
- Sunmeet S
- Venu M

(Want to be a part of the panel. Forward your interest to: - "qualitimes@qualitreeinc.com")

### Charanjeet S Minhas

Technology is a great leveler is exemplified best by the era of mobile devices using wireless connectivity. There were instances in past where geographical distances had separated even those with intense love and concern for each other without a medium to bridge the painful communication gap. In the developing world, where the telephony penetration was less than 1%, and the fragile infrastructure hindered smooth postal deliveries, especially during natural disasters when you needed it the most, people for long considered yawns and sneezes as messages from separated loved ones! Even the areas surrounded by land were islands. Radio and newspaper were revered and postman was respected.

However, last little over a decade has heralded a big change. The generation affiliated to these years hardly ever reads a newspaper- old habit is not completely rootless in developing countries though- and the radio they ever hear is the FM radio in their car. Mailman is a man who puts something in the mailbox next to driveway which mom and dad dutifully rip and get rid of is their best guess. An overwhelming majority of them believe that there is only one book worth reading and learning from: Facebook. Texting has replaced sign language and hugs and smiles were overtaken by emoticons and smileys! Skyping has rendered typing and shorthand irrelevant, free and cheap conference call facilities have emptied boardrooms and conference halls. So forth and so on.

The three factors that most strongly unleashed this change in my view are 4G data transmission speed, carriers doling fixed charge unlimited usage data and voice plans, advent of Android and like have made unbelievably useful and interesting mobile devices affordable. Any business with a decent size but without a presence on these devices, well, the impact does vary over segments and industries, is already feeling the pinch. It is no more for pundits to predict that any business which wants to grow and soon it will be, wants to survive, should have mobile presence.

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Has anything to share - We are all ears!!! Please send in your articles to: [qualitimes@qualitreeinc.com](mailto:qualitimes@qualitreeinc.com)

# Strategic Tests - Mobile Application Testing

Tablet computing is getting immense popularity these days, and businesses from all walks are exploring ways to get value from the platform.

Hundreds of mobile applications of various types are being developed every day and the studies show that this number is only going to increase in the time to come. However, the irony is that most of the mobile applications are downloaded for the first time and used only once or twice afterwards. For the users to come back to use the application again, the value of the application must be compelling enough. There are chances that the users will ignore the application or may even delete it after some time.

In this series, we will discuss types of tests that should be included in the mobile application testing strategy to ensure the mobile applications are highly effective and will in turn keep the users coming back for more.

### Conceptual Testing:

Mobile apps and the features planned for them need to be socialized before development starts with at least an informal focus group consisting of typical users in the demographics to which they are targeted. Mobile apps are used in ways different from how users approach a client application or a Web-based application. Interactions need to be quick, short and appropriate for smaller form factor screens. Users also expect seamless integration with social networks and online resources. Sounding typical users out before any development is done can eliminate unnecessary features and ensure the right ones are in, before too much development effort is expended.

*(to be continued...)*

The "Star of the Month" for the previous two months were not published in the earlier editions, therefore, they are being published in this month's edition. We apologize for the delay in their publication.



March 2012  
Bharath S



- For an outstanding performance in the responsibilities held, Bharath S was chosen as the star of the month for March - 2012.



Bharath S - The Star for March 2012



April 2012  
Rajat R



- For an outstanding performance in the responsibilities held, Rajat R was chosen as the star of the month for April - 2012.



Rajat R - The Star for April 2012



May 2012  
Ravi Raj



- For an outstanding performance in the responsibilities held, Ravi Raj was chosen as the star of the month for May - 2012.



Ravi Raj - The Star for May 2012

# B'day "PAAJI"

# Green is in the air!!



And finally, they said "YES"



Qualitimes wishes Pallavi and Sundeep a very happy married life

Where is Parthive? He is definitely on "Cloud Green"! Many congratulations to thrilled and overjoyed Parthive for achieving Green!!

*Punches, pulls and bumps!!*

- June 01 - Sathish Rai K
- June 01 - Sanjay P.
- June 02 - Garisa A.
- June 05 - Harnarinder S
- June 11 - Sujin K.
- June 11 - Shruti B.
- June 12 - Naga KK
- June 16 - Swetha K.
- June 17 - Shameem S.
- June 21 - Chandalavada S.
- June 22 - Satyajit S.
- June 22 - S. Raju

**Money is short. Times are hard. I just txt u u'r birthday gift. happy birthday to Bharath!!**



## JUMBLE

ELDAT ○○○○

ALSTA ○○○○

YLEST ○○○○

AFLX ○○○○

AJRAB ○○○○

Participate and win; the first correct entry wins a gift of \$10.00\*.

Send in your completed entries to: [jumble\\_qualitimes@qualitreeinc.com](mailto:jumble_qualitimes@qualitreeinc.com)



Plot 220&221, Jigani Bommasandra Link Road  
Bangalore - Karnataka  
India - 562105  
Ph: +91 8027 839215


18 Shea Way, Suite 101  
Newark - DE  
USA - 19713  
Ph: +1 302 709 5900

1699 Wall Street Mount  
Prospect - IL USA - 60056  
Ph: +1 847 640 8448

45 Bramalea Road  
Suite 208  
Brampton - Ontario  
Canada - L6T2W4  
Ph: +1 647 428 4470

A - 47 New Amritsar G.T  
Road  
Amritsar - Punjab  
India - 143006  
Ph: +91 183 2700055


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- With an intention to carry the benefits of experience and knowledge over to others, a campaign in North America has been started to educate mobile application developers about testing and its significance.
- Now that all legal and visa formalities are over, Krishna from our India office is set to relocate to Canada to lead the operations there.
- After a successful Quality Assurance training program in its premises, the customer, a leading financial institution headquartered in European Union, approaches for another training program in UNIX / LINUX.
- One of the existing client, a major financial institution in the United States, further strengthens its relationship with Qualitree by seeking onsite services for their mobile application testing assignments.




Read it carefully before you make any purchase.



In the following word puzzles, a word starts and ends with the same letter. Figure out the words and win\*

1	_ALACIOU_	
2	_EARL_	
3	_RINKE_	
4	_FFULGENC_	
5	_ERO_	

\* Send in your entries to "qualitimes@qualitreeinc.com" with the subject "Word Puzzle"  
The first correct entry wins a gift of \$10.00

Answers to last month's Jumble:

- NOSH
- FARD
- BAFFLE
- AVARICE
- FOIBLE

**Last Month's Winner:**  
**Srikanth K**

Other correct entries:  
Rohan P, Sarabjit K, Shameem S, Rakesh B

Answers to last month's Word Puzzle:

- EPICURE
- TRYST
- WILLOW
- STASIS
- ROMPER

**Last month's winner:**  
**Srikanth K**

Other correct entries:  
Rohan P, Sarabjit K, Rakesh B, Devraj K