# Some Effective Mobile App Testing Strategies

A good testing strategy helps the business to deliver a software product timely in the market. Effective mobile app testing strategy is a very essential part of the test management team for the achievement of the goal. It ensures the maintenance of efficiency and effectiveness with minimum cost. A testing strategy is important to ensure high performance, good quality, and maximum test coverage in a short period of time. To achieve the quality objectives with maximum coverage in the available resources and time to list out the things to do as part of the testing.

We know in mobile application testing the competition is increasing day by day. So, to beat the competition the company needs to launch its mobile applications with excellent performance and quality before their competitors. So this is why the importance of a mobile application testing strategy comes in.

**Difference between Mobile App Test Plan and Test Strategy**

A mobile application test plan and a test strategy are used together often but they are not the same. There are some differences between the mobile test plan and the test strategy.

**Mobile testing plan**

* The mobile testing plan includes objectives and the efforts that would be required to perform in the mobile application testing process.
* This testing plan includes the details that are required in the testing process such as entry and exit criteria, testing timelines, etc.
* The test plan is prepared at a team level by the team lead that will be used in the specific project.
* The concurrence of the respective stakeholders could easily change the mobile test plan.

**Mobile testing strategy**

* The mobile testing strategy is a guiding document that shows the path that how mobile applications will be or should be done.
* This testing strategy includes the testing status communication structure, communication strategy, etc.
* In the mobile testing strategy, the mobile application testing strategy document is prepared by the test manager for presentations at the leadership level.
* A test strategy does not change after each project.

We covered the importance of testing strategy and the difference between the testing plan and the testing strategy.

Now, let’s see what are the different types of effective mobile app testing strategies which are as follows:

* **Strategy No. 1- Cross-Platform Testing**

To test the mobile application on all platforms is essential to ensure the application is working properly as it should be on all platforms. There are several types of OS available but the main ones are Android and iOS. It is important to test the application on a cross-platform to find the issue and many applications will have a separate code set for android and iOS.

* **Strategy No. 2- Functionality Testing**

It is a very important part to test to complete the functionality in and out because the USP for any application is how well it performs the task it is intended to.

* **Strategy No.3- Type of application**

1. Native application- The application is developed specifically for Android or iOS platforms.
2. Mobile web application- The web browser-based application is open on the mobile phone.
3. Hybrid- It is a mix of Native and Mobile web applications.

* **Strategy No.4- UI and UX testing**

UI testing is the testing where testers check that all buttons, fields, labels, etc work as expected. UX testing is the process of testing several aspects of the user experience to determine the best way for a project.

* **Strategy No.5 Backend Testing**

Backend testing is done to check the data is entered or stored in the right place and format and checks the server-side of the mobile application.