

Case Study: Experiential Testing for Mobile Apps and Infotainment System for Automobile Manufacturer

Business Challenge

One of the largest automotive manufacturing corporation wanted to re-imagine the digital experience of their consumers. They were seeking an innovative solution to measure, monitor and manage the user experience from In-Vehicle Infotainment (IVI) and deliver a mobile-like experience. Specific requirements included Digital Key functionality, monitoring IVI, and benchmarking their connected app user experience to other industry competitors and peers. The business drivers included reducing the number and cost of field issues, scaling the test teams to low-cost geographies, and reducing travel costs for global support teams.

Approach

- Infinite's team measured and monitored the UX of mobile and browser apps on real devices with a live network, across the globe including 70+ countries and 180 cities.
- Validation included in-lab testing, in-vehicle testing, and end-user monitoring.



Solution

- Developed Digital Key testing solution that evaluates user experience on key features of a connected vehicle including window up/down, lock/unlock, AC on/off, etc.
- Applied data science to close the feedback loop for infotainment and in-cabin digital experience measurement.
- Developed SDK to deploy & support.



Business Value

- Infinite's innovative solution resulted in 60% fewer hours spent on QA for new releases.
- Solution also resulted in 80% reduction in production issues.

