

— Success story

**Improved
Performance Enables
Mobile App to be
Users' Go-to Tool for
Finding Products and
Services**



Mobile Testing Case Study

Our client's company was founded in 1983 as the official publisher of Uruguay's telephone directories. It is a subsidiary of a leading US company in the field of staffing services, telecommunications and information solutions with annual sales approaching \$2 billion and customers in 55 countries.



The Problem

Abstracta was commissioned to run performance tests across the company's new mobile app to ensure that the response times experienced by end-users were within the boundaries of acceptable performance, thereby improving customer satisfaction and retention.



Our Solution

Abstracta used PageSpeed for performance testing. We quickly and automatically analyzed the optimization of the Mobile Web Application on the client side and detected configurations that are normally performed at an application server level.

In addition, we used our proprietary mobile testing tool, Monkop, to analyze the mobile application and receive information about performance, security and functionality.



Results

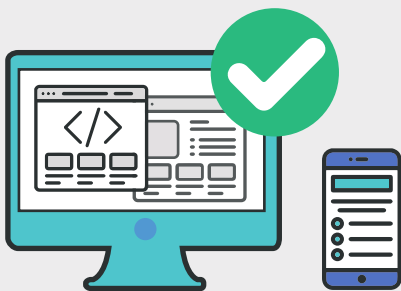
The main value of the company's mobile application to consumers is to provide a way to quickly look up information about products and services. Our overall analysis provided a number of recommendations for optimization and we suggested a variety of adjustments to the mobile app that could improve its performance and resource consumption.

Some of the recommendations made to optimize the application were: to eliminate JS and CSS content, improving the time taken to show on-screen content and to:

- Allow compression
- Allow browser cache
- Reduce redirects

These measures all helped to reduce traffic and response times. Optimizing the app in this way reduced application response times by 29%, giving end-users a significantly better experience.

Abstracta helped to turn the client's mobile app into the leading guide for finding products and services in Uruguay.



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today**

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