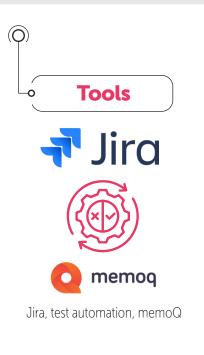# Integrated FQA and LQA process for global product excellence

Alpha CRC has revolutionized the coordination of diverse product development teams to achieve global market excellence through an innovative, integrated approach to Functional Quality Assurance (FQA) and Linguistic Quality Assurance (LQA).

Tools

Jira, test automation, memoQ

Outcomes

- **Improved** product reception in global markets
- **Reduced** time-to-market
- **Refined** the user experience across all languages
- **Lowered** costs over time

Use Case description

Alpha CRC has innovatively addressed the challenge of synchronizing diverse teams in product development to ensure global excellence by implementing a streamlined integrated FQA and LQA process.

By configuring custom Jira environments, they facilitate a cohesive workflow that begins with thorough functional testing in the source language and meticulous preparation for localization, catching potential issues early.

The process involves simultaneous testing by FQA, QA Automation, and Linguistic teams, each focusing on their expertise to ensure the product's functionality and cultural integrity across different markets. This integrated approach not only enhances product quality and reduces time-to-market but also leads to increased efficiency and cost savings, bolstering the client's competitive edge globally.

Meet global standards

Use case: Integrated FQA and LQA process for global product excellence

Challenge

In the dynamic environment of product development, multiple teams, including development, product owners, content writers, and legal teams, contribute to the product's lifecycle, each with a language-related responsibility.

The challenge lies in synchronizing these diverse teams to ensure a cohesive and error-free final product that meets global standards. The complexity increases when dealing with localization, as it requires meticulous planning, coordination, and quality assurance to maintain the product's integrity across different languages and cultures.

Solution

Alpha CRC leverages its extensive experience in configuring and deploying custom workflow environments (Jira, Trello etc) to facilitate an integrated FQA (Functional Quality Assurance) and LQA (Linguistic Quality Assurance) process. The solution begins with the FQA team creating test cases informed by client specifications and user stories, and consulting with client-side developers or analysts as needed. They focus on testing core functionalities in English, particularly new features and plugins, to establish a foundation for localization testing.

Concurrently, localization engineers prepare for the localization process by parsing strings, analyzing and excluding non-translatable content, and creating pseudo-translated builds. These steps enable early detection of global issues such as truncations and misalignments, ensuring most bugs are fixed before localization testing commences.

After globalization testing and defect resolution, the localized builds undergo simultaneous testing by three specialized teams:

1. The FQA team conducts manual tests using established test cases, focusing on new and critical features, and automating where possible. They report issues via Jira or other bug-tracking software.
2. The QA Automation team executes scripts to test legacy and updated functionalities, ensuring new updates do not introduce regressions. They also provide linguists with screenshots for offline translation verification.
3. The Linguistic team performs LQA tests, ensuring linguistic accuracy and cultural appropriateness both online and offline.