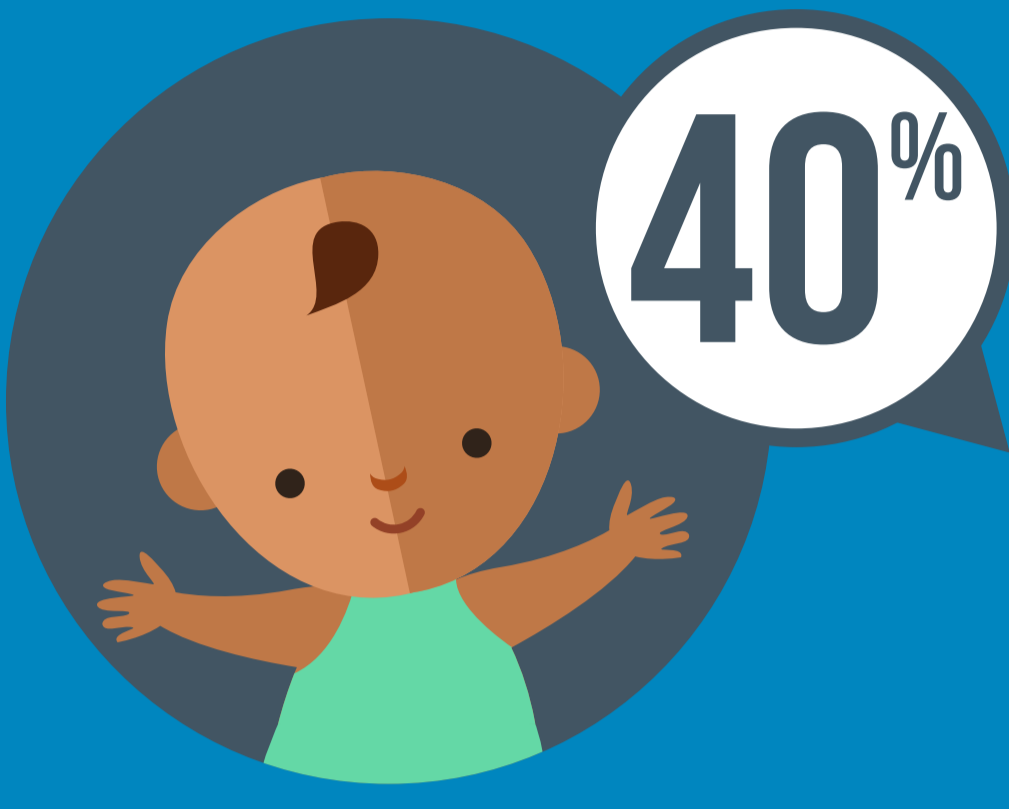


# HOW DIGITAL TEAMS RATE THEIR MOBILE QUALITY MATURITY

No one ever said mobile app development and testing were easy, but some brands are struggling more than others. Here's how 600+ survey respondents rated their mobile maturity.



## TODDLER

You build your app using mostly waterfall development techniques, and your team performs manual testing. Very little automation is involved.

**App Update Rate:** Two to three times per year

**Wanna be a Tweener?**  
*Start using automation tools.*

## TWEENER

Development is slightly more efficient, and your testing is done by developers who are only starting to use automation tools. Updating your app is still a slow process.

**App Update Rate:** Quarterly

**Wanna be a Young Adult?**  
*Integrate your developer and QA tools.*



## YOUNG ADULT

Your team is growing up, and now you're using some test automation tools. You've also started to perform mobile app testing in a small cloud lab.

**App Update Rate:** Every 45 days

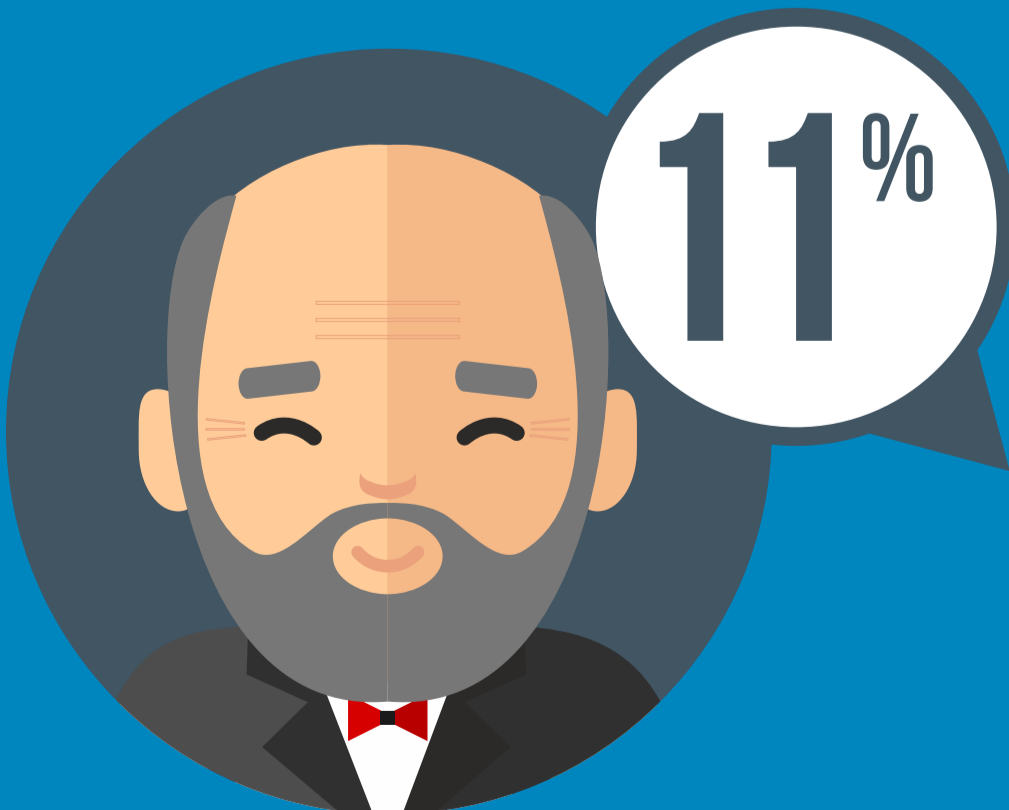
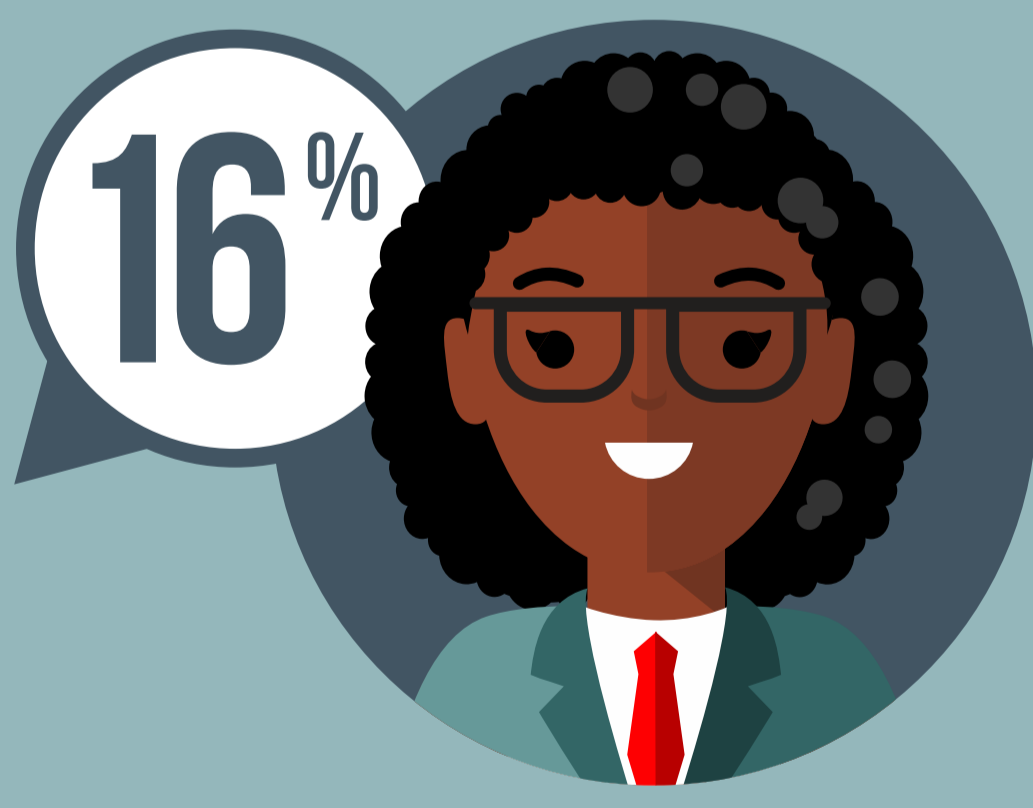
**Wanna be a Middle-Aged Provider?**  
*Add unattended automation and performance testing.*

## MIDDLE-AGED PROVIDER

You've unlocked the key to success by adding unattended automation and a continuous integration server into your mobile app game plan.

**App Update Rate:** Monthly

**Wanna be an Elder Statesman?**  
*Automate all testing and app monitoring in a managed cloud.*



## ELDER STATESMAN

You've reached full maturity. Your digital team is fully agile, and they use a cloud-based testing lab with real devices.

**App Update Rate:** Weekly

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