

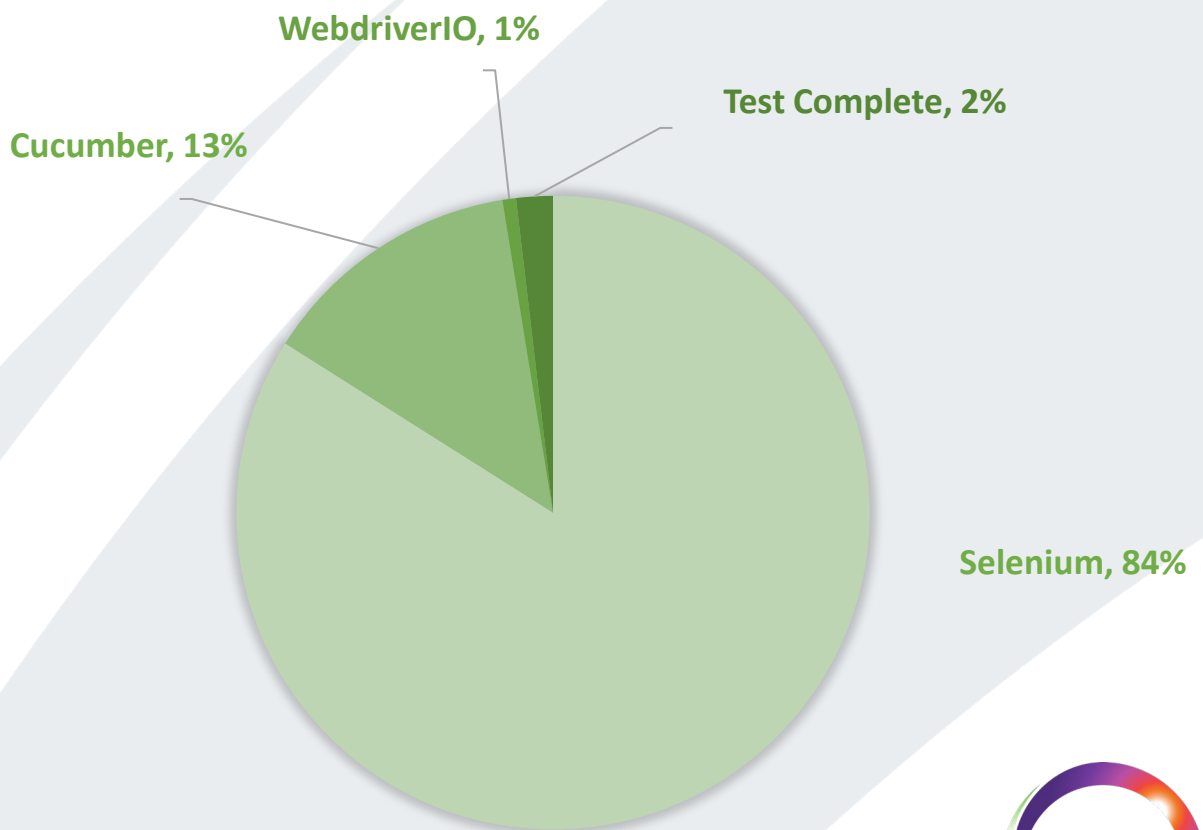
# Case Study – Bulletin: Test Automation Tools

The test automation market has grown exponentially in the past years, being one of the biggest booms in the IT sector, this is due to the software's ability to not only save costs but also time. This has allowed solutions to grow tremendously especially those with high exposure to the consumers or ones with big volumes of users which can determine the level of user experience.

User experience is becoming more and more important every day. In the use of web and mobile solutions, it is the key to retaining and capturing customers, but errors made are paid for at a higher price every day, therefore testing tasks become more important and influential.

In this report, we will analyse the top Automation Tools starting from a global perspective to the candidates' preferences. Currently the global market of automation tools are distributed as follows:

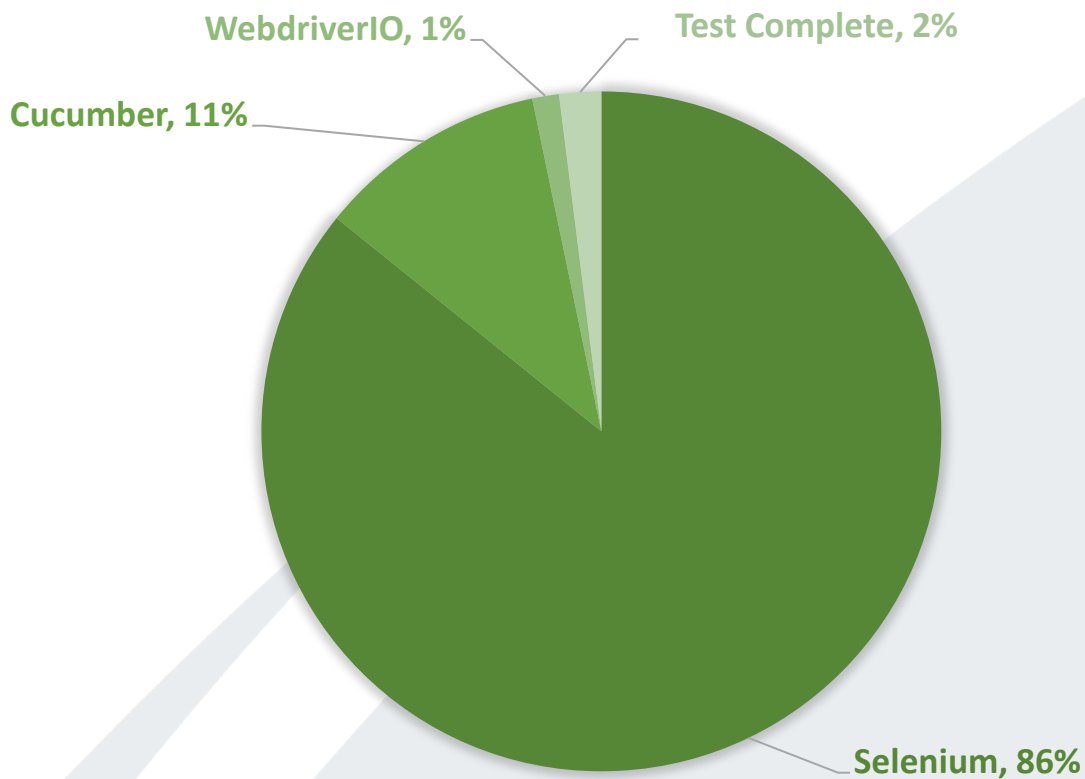
## TEST AUTOMATION TOOLS IN THE WORLD WIDE MARKET



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As we can see from this graph, selenium is the tool which is mostly used by professionals working on tasks surrounding the automation testing which is the case too if we take a look at the European market as well.

## TEST AUTOMATION TOOLS USERS IN THE EUROPEAN MARKET



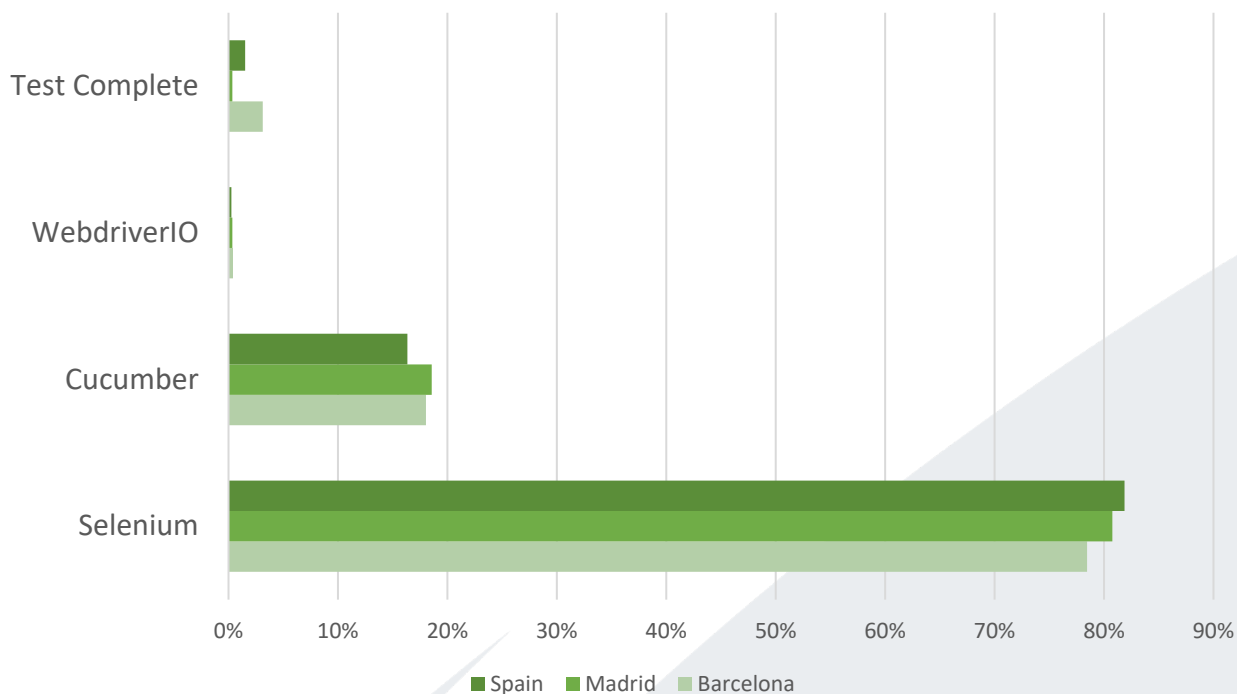
Distribution of the Test automation tools in Spanish market and its most important cities: Barcelona and Madrid.

	Location		
	Barcelona	Madrid	Spain
<b>Selenium</b>	78%	81%	82%
<b>Cucumber</b>	18%	19%	16%
<b>WebdriverIO</b>	0.4%	0.3%	0.3%
<b>Test Complete</b>	3%	0.3%	2%



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Test Automation Tools used in Spain, Madrid and Barcelona



Although the distribution is very similar, we are able to see small differences between Madrid and Barcelona, which determines the relationship in a more distinct manner.

The information that we have considered most relevant focuses on market segmentation in the range of 3-4 years of experience in automation tools, in which salaries are not that high and the ability of candidates represents an asset for companies.

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