



ACS College of Engineering

Approved by AICTE New Delhi, Affiliated to VTU, Belagavi
(A Unit of RajaRajeswari Group of Institutions)
CET Code : E196 COMED-K : E003 PG CET : T918



Select Smart Activity Report
On
**SOFTWARE TESTING AND CAREER
GROWTH OPPORTUNITIES**

Mr. Kalyana kannan
ISERT- CHAIRMAN
**FORMER VP, SONATA SOFTWARE
LIMITED**



ACTIVITY REPORT

Activity Name & Date	SOFTWARE TESTING AND CAREER GROWTH OPPORTUNITIES 12-September-2023
Activity Type	Seminar
Conducted By	CTDS Bangalore

About the Program

Center for Test & Data Sciences, ACS College of Engineering, Bengaluru, has organized a seminar on “**SOFTWARE TESTING AND CAREER GROWTH OPPORTUNITIES**” offline 12th September 2023 to bridge the gap between academics and industry. Principal Dr. A M PRASANNA KUMAR, welcomed the participants of the seminar. The resource person Mr. Kalyanam kannan explained about “**SOFTWARE TESTING AND CAREER GROWTH OPPORTUNITIES**”, which was very useful for us as new learners. General tips for planning for IT firm and its scope was also very well interacted. Overall, it was an informative session for students.



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INVITATION

**SOFTWARE TESTING
AND CAREER GROWTH
OPPORTUNITIES**

Time: 11AM - 12 PM,
12th September 2023

@
ACS
College of Engineering

KALYANAM KANNAN
CHAIRMAN-ISERT
FORMER VP, SONATA SOFTWARE
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INTRODUCTION

Caring for the world, one person at a time, inspires and unites the people of Johnson & Johnson. We embrace innovation—bringing ideas, products and services to life to advance the health and well-being of people around the world.

We believe in collaboration, and that has led to breakthrough after breakthrough, from medical miracles that have changed lives, to the simple consumer products that make every day a little better. Our over 125,000 employees in 60 countries are united in a common mission: to help people everywhere live longer, healthier, happier lives.



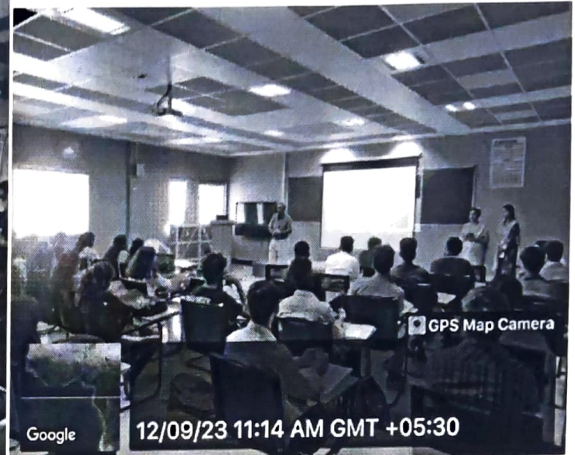
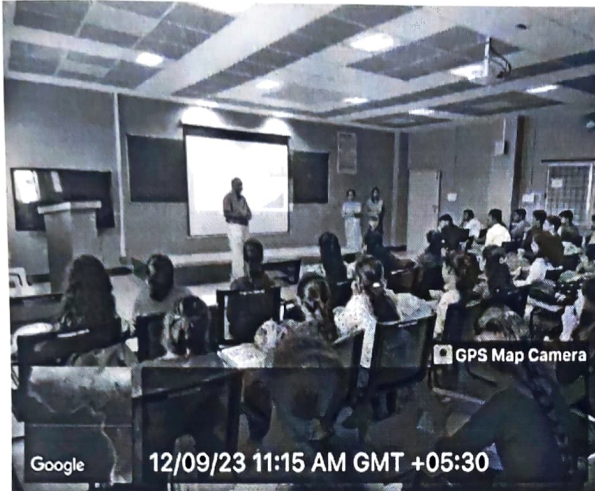
DESIGNING OF THE PRODUCT

Product design as a verb is to create a new product to be sold by a business to its customers. Designing a product is a very broad concept, it is essentially the efficient and effective generation and development of ideas through a design process that leads to new products.

Thus, it is a major aspect of new product development. However, many business experts will agree that product design is the process of identifying a



market opportunity, clearly defining the user's needs and problem, developing a proper solution for that problem, and validating the solution with real users. When considering high-quality products or features, designers must understand business objectives, know the elements of a good design.



DEVELOPMENT OF PRODUCTS

Product development also called new product management is a series of steps that includes the conceptualization, design, development and marketing of newly created or newly rebranded goods or services. Product development includes a product's entire journey from the initial idea to after its market release.

The objective of product development from a business standpoint is to cultivate, maintain and increase a company's market share by satisfying consumer demand. From a customer standpoint, it's to ensure value in the product as a quality good or service. Not every product will appeal to every customer or client base, so defining the target market for a product is a critical step that must take place early in the product development process. Organizations should conduct quantitative market research at all phases of the design process, including before the product or service is conceived, while the product is being designed and after the product has been launched.



TESTING

Importance of product testing:

- New product development
- Meeting regulations
- Identifying potential cost savings
- Validating product's end-use
- Improving existing products

You'll learn:

- What customers think of your product
- What they like or dislike about it
- How they use it
- Influential packaging options

VALIDATION ENGINEERS

A validation engineer is a qualified engineer who manages, inspects, calibrates, tests and modifies the instrumentation, equipment, mechanics and procedures used to manufacture various products. They ensure all systems are running correctly and efficiently to produce high-quality products. Validation engineers test equipment, procedures, and products in the manufacturing industry. They develop and implement quality control procedures, monitor equipment, and analyze test data. Depending on their area of specialization, they may be employed in the aerospace, automotive, biotechnology, computer software, or pharmaceutical industries.



CONCLUSION

Measuring production processes and parameters against industry standards. Establishing validation standards and developing performance testing and quality control measures. Calibrating equipment to function within acceptable parameters. Developing test procedures that produce analyzable validation data. Analyzing test data to determine the causes of defects, failure, or flaws and facilitating corrective measures. Performing risk assessments and ensuring compliance with industry standards. Conducting preventative maintenance, as well as repairing or replacing equipment.




CTDS INSTITUTION HEAD


12/09/2023
PRINCIPAL