Crowdsourced Testing

Hamish Leighton

Agenda

- Why Crowdsource?
- What is Crowdsourced Testing?
- Why 100,000+ Testers Participate?
- Client Case Studies
- Q&A

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A Quick Case Study To Start

Cycle 1 – Exploratory Testing

- 24 Hours to ramp up team

Cycle 2 – Test Case Execution and Exploratory

- Hybrid solution
- Locally Write 60 Test Cases/Scenarios
- Execute via Crowd across 20 devices (1200 Individual Test Case Executions)

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Crown – Mobile Wagering Application

	Cycle 1 - Exploratory	Cycle 2 – Test Case Execution
	140 Testers	110 Testers
	18 Countries including Australia	11 Countries including Australia
	500+ Defects	400+ Defects
	361 Valid defects	302 Valid defects
	50+ Devices	20+ Devices
	2 days to report 80% of defects	2 days to execute 1,200 scripts
	5 days Cycle complete inc TSR	5 days Cycle complete inc TSR

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Quiz

How many defects were non-reproduceable or the Dev Team required further info?

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Why Crowdsourced Testing?

- **SPEED:** Faster Test Cycles, Faster Team Ramp Up, No Holding Costs
- **COVERAGE:** Greater Test Coverage across Devices, Platforms and Operating Systems
- **TEST WHAT IS REAL:** Testing by real users with real devices, platforms, networks and locations in real time
- **ACCESS TO TALENT:** 100,000+ Crowd Testers globally in our network alone
- **DEFECT DETECTION:** Rates increase
- **LOWER COST:** Cheaper testing utilising global spare capacity

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What is Crowdsourced Testing?

- Obtaining testing services from a large global community of Testers and Users
- One of the fastest growing world-wide trends
- Proper testing (not just exploratory testing)
- Utilises a cloud based platform for managing distributed teams of Testers.

A professionally managed, geographically distributed group of Testers.

Connected by a cloud based platform.

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Who is in the Crowd?

- Specialist Testers:
  - Full-time/Part-time/Casual/Overtime
  - Testers between jobs
  - Graduates
- Users:
  - Seasoned Industry Professionals & Subject Matter Experts
  - General Public Users
  - Your Staff
- Locations:
  - Onshore, Overseas
  - Developed & Developing Countries

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Who is using Crowdsourced Testing?

Banking, Insurance, Financial Services

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Who is using Crowdsourced Testing?

Retail, eCommerce, mCommerce, FMCG

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Who is using Crowdsourced Testing?

Media & Entertainment

BBC

Disney

De Telegraaf
De nummer 1 in nieuws!

Red Bull MEDIA HOUSE

nrc media

DE PERSGROEP
Passie voor Media
NEDERLAND

Bild

DE PERSGROEP
Be Part of our Passion
PUBLISHING

Telecom, Internet & Utilities

Telefónica

1&1

swisscom

upc cablecom

Digital Marketing, Social Networks & Analytics

HOGARTH
WORLDWIDE

9xb

JWT

PeopleBrowsr

Appitized
MOBILE APP DEVELOPMENT

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Who is using Crowdsourced Testing?

Software, ICT & Information Services

Microsoft
Google
intuit
skyhigh
ABP
AIM Advanced Information Management
Diduce
Mindtree
Cerner
DEYA swiss privacy - worldwide
GENPACT
STC third Eye

Automobiles / Manufacturing

Audi

Consumer Electronics

PHILIPS

Travel

anwb

Education

Youscience

Public Sector

Met Office

Charity / NGO

RNIB

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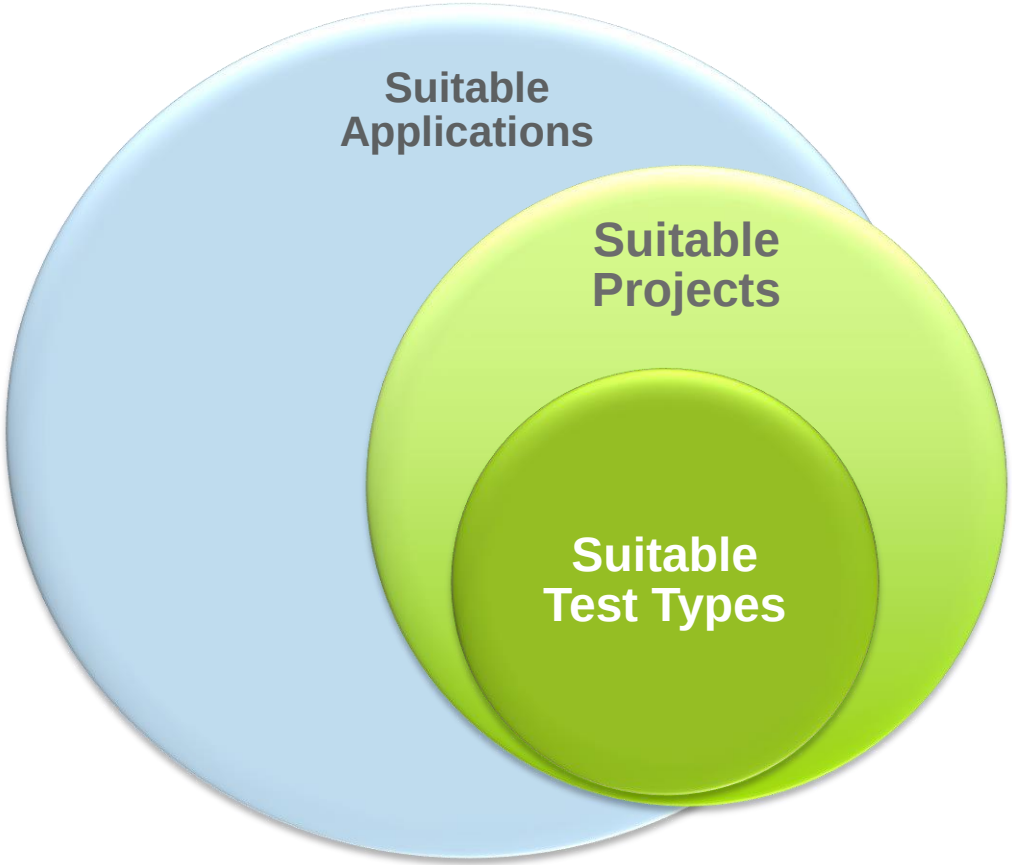
Where To Use Crowd Testing



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Most Suitable Applications

Public facing, customer facing, supplier facing and user-centric

Mobile Apps

Web Applications

Cloud Applications

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Most Suitable Test Types (Agile or Waterfall)

- Functional Testing / Regression Testing
- Usability Testing
- Cross Browser / Cross Device Testing / Compatibility Testing
- Exploratory Testing
- Production Verification Testing – Alpha Testing & Beta Testing
- Performance Testing
- Security Testing
- Static Testing

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Comparison

Self Service Vs. Managed Crowd Vs. Hybrid

	Self Service Crowd Testing	Managed Crowd Testing	Managed Crowd & Hybrid Delivery
Crowd Testing Platform	✓	✓	✓
Access to Crowd Testers	✓	✓	✓
Defects Reported by Crowd	✓	✓	✓
Defects Reviewed, filtered, validated, prioritised & duplicates removed		✓	✓
Manage & facilitate crowd - Test Plan & Test Summary Report		✓	✓
Test Cases & Test Execution Results		✓	✓
Onshore / Local Delivery Management & Governance			✓
Onshore / Local Test Analysis & Design (Dedicated Professional Test Analyst)			✓

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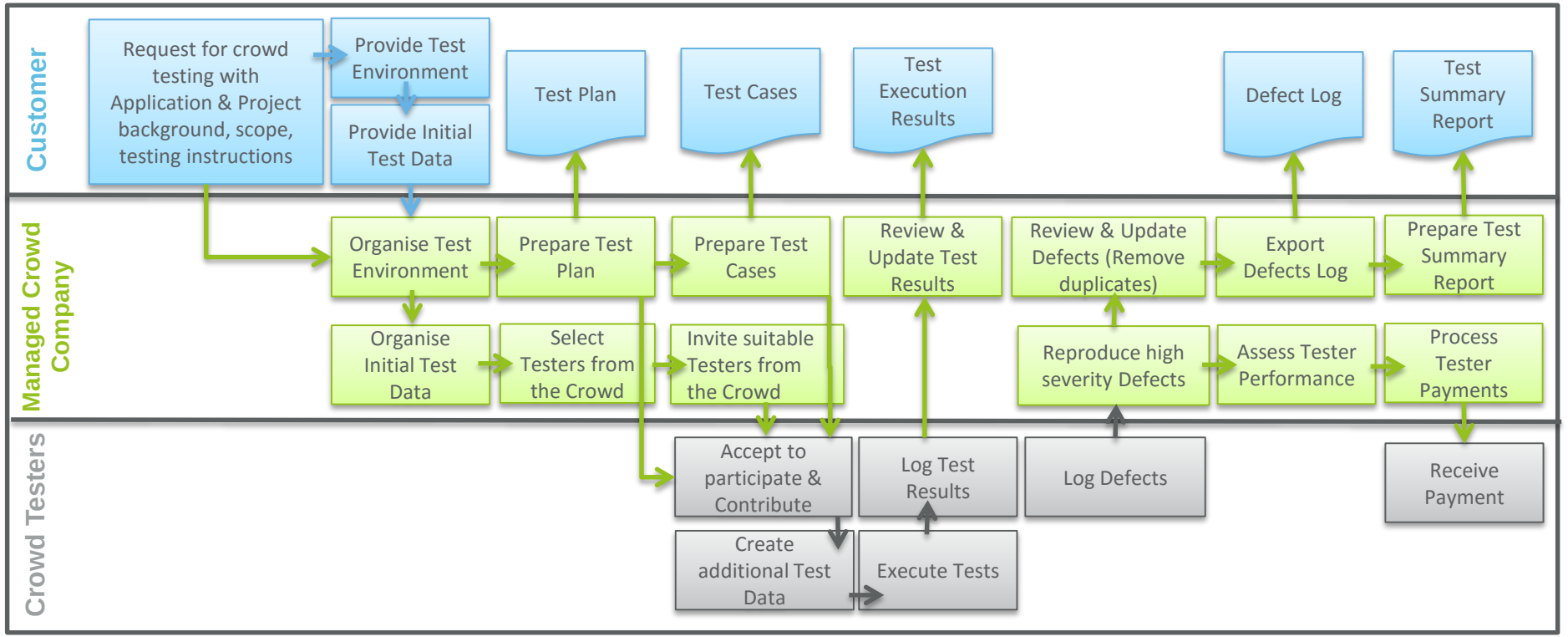
How does Managed Crowd Testing work?



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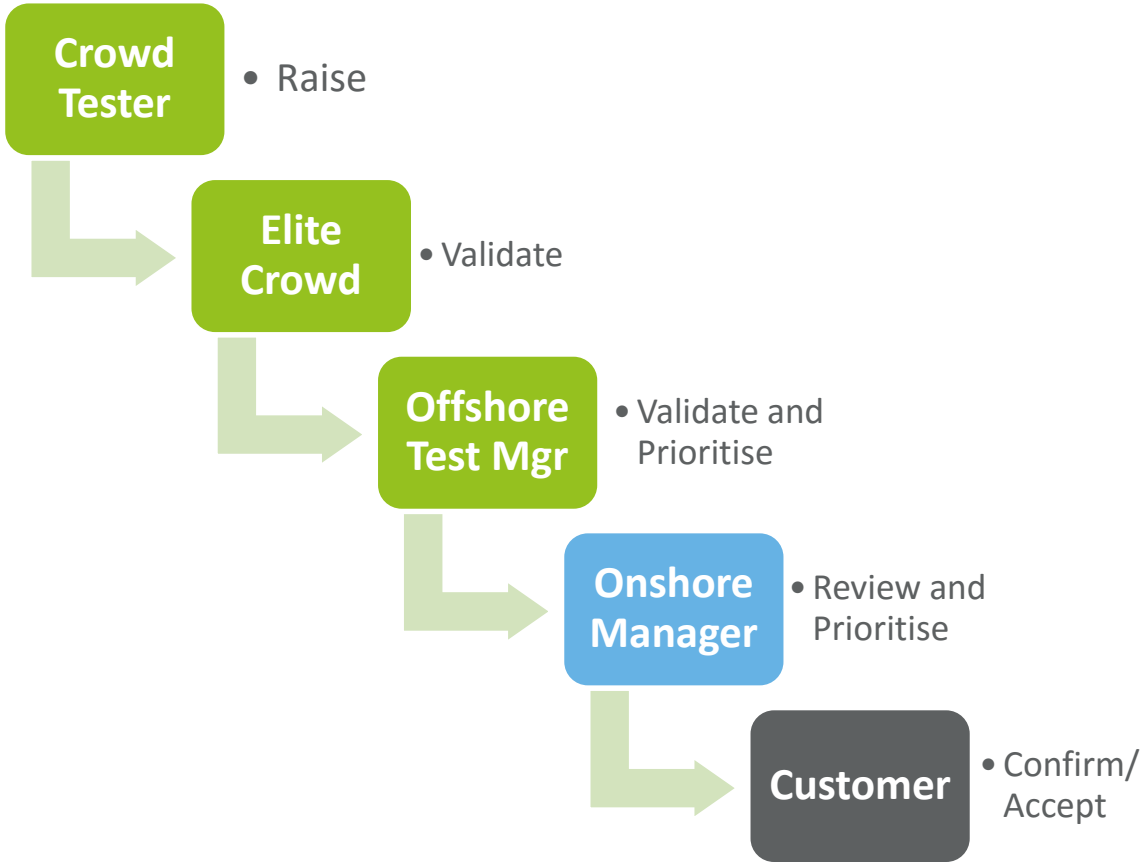
Managed Crowd Defect Validation Process



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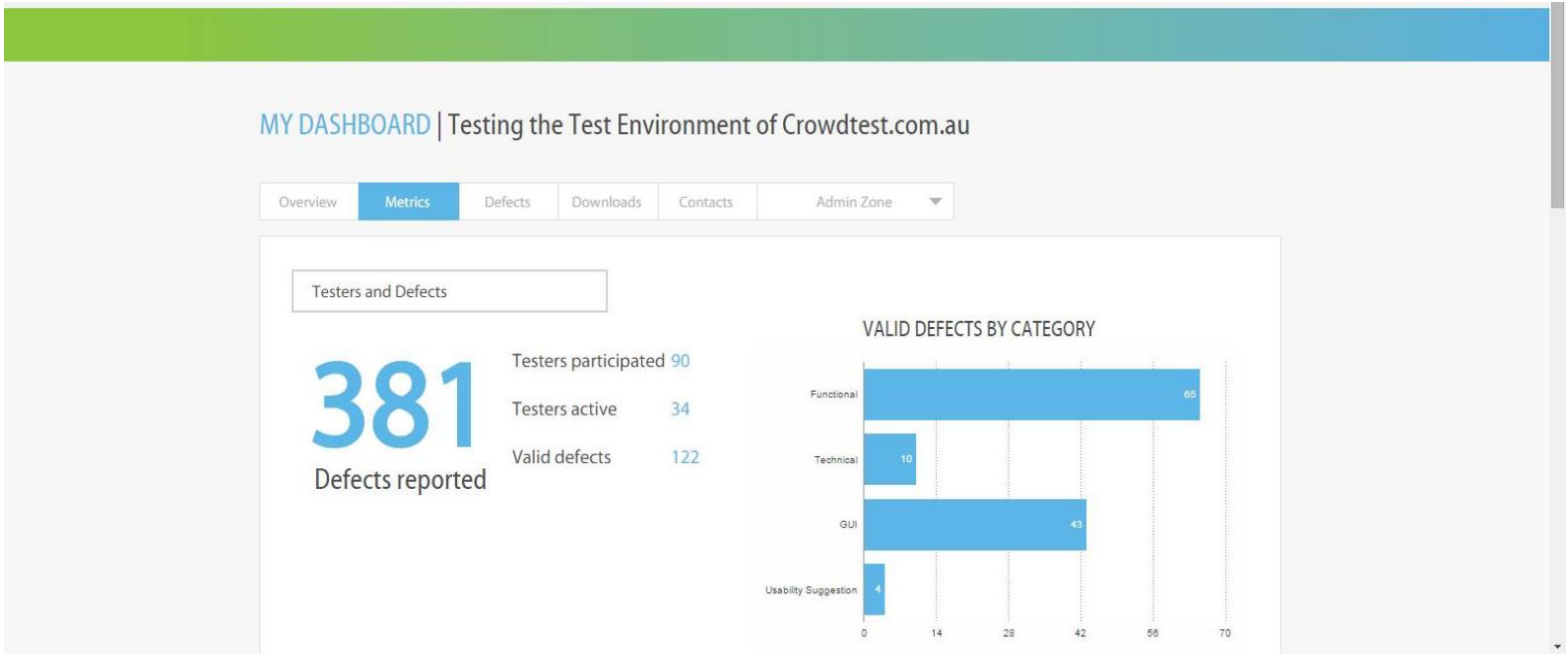
Real Time Reporting



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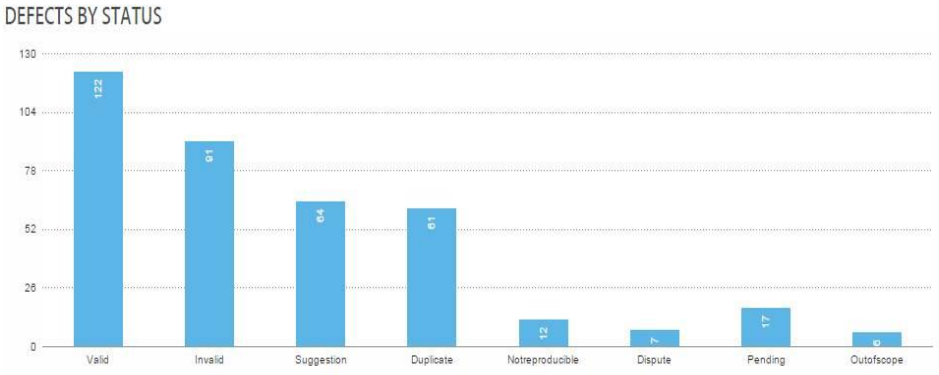

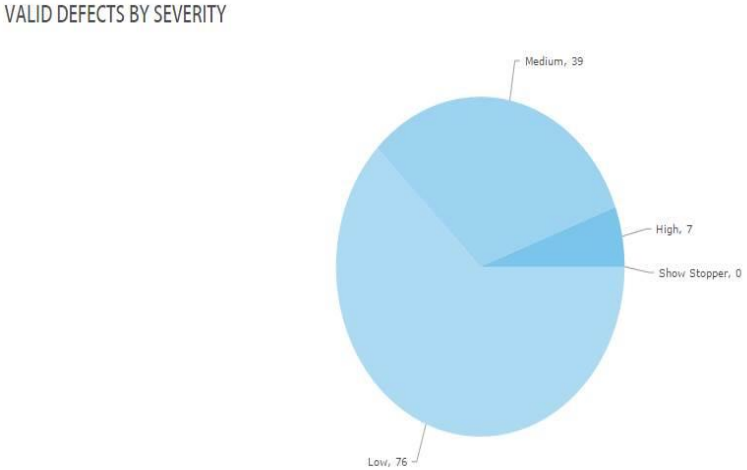

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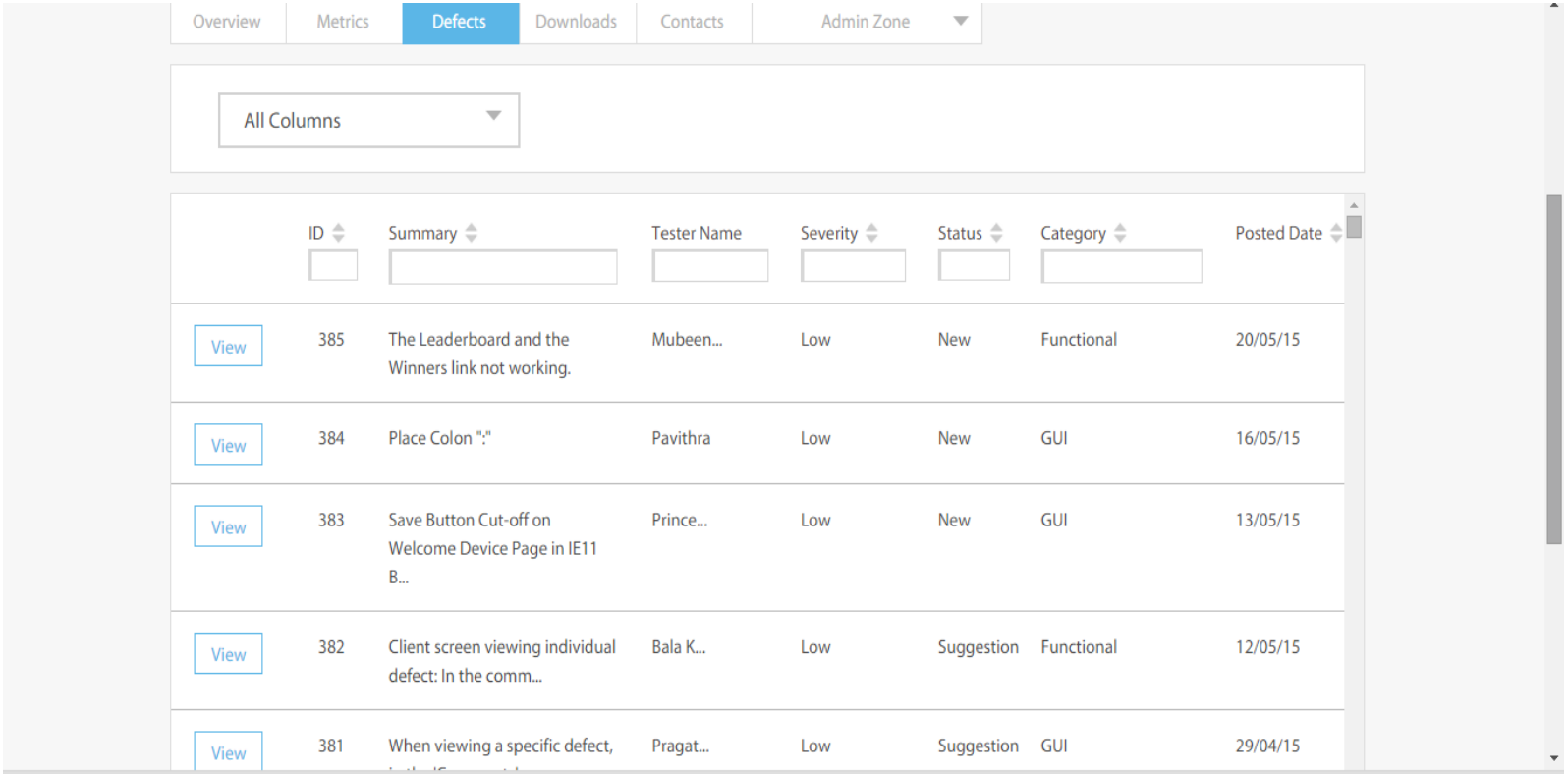

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Challenges

- Security Challenges:
  - Tester Identification
  - Connectivity (eg. VPN)
  - Commercial Sensitivity

- Operational Challenges:
  - Setup and Briefing Testers
  - Execution Management
  - Defect Validation and Prioritisation

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Can Crowdsourced Testing replace Traditional Testing?

No in some cases. Yes in some cases.

- Complementary to the local QA team, not a replacement
- A local QA team will have better knowledge of the application
- A local QA team will not give as much coverage as crowd testing in a given timeframe
- Shift in career paths over time

We promote combining Crowd with Traditional Testing

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Quiz

1) What is the split between developed and developing nations in the crowd?

2) Name 2 groups of people in the crowd?

3) What are 3 Testing Types can you do via the crowd?

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Why is Crowdsourced Testing Exciting to Testers?

- No interviews! (The eventual death of employment interviews?! YAY!!!)
- Experience new technologies, systems and industries
- Use for your CV, use in your job application process
- Ultimate flexibility on when and where you work
- Gamification
- Income/Extra Income

Judged by your ability. No room for poor quality work.

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Case Study

Simplot Australia – Dish'd

Test Types
Exploratory
Usability
Performance
Scripted Cross Browser/Device
PVT

Key Results
129 Crowd Testers
37 Devices
234 Defects from 5 test types in 5 days

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Case Study

AMP – Superannuation Site

Test Types
Scenario Based Exploratory
Usability
Scripted Cross Browser/Device

Key Results
49 Qualified Australian Testers
25 Devices and Browser Combinations
200+ Defects in 5 Days

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Gartner's Market Guide for Crowdsourced Testing Companies

My favourites from the list of 18

America

Applause.com (uTest.com)

Australia

RevolutionIT.com.au
(CrowdTest.com.au)

India

99Tests.com

Switzerland

PassBrains.com

Germany

TestBirds.com

United Kingdom

Bugfinders.co.uk

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Questions and Answers

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Thank You

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