CrowdSourced Testing
Overview

- What is Crowdsourced testing?
- Traditional testing vs Crowdsourced testing
- Who is the Crowd?
- Who uses the Crowd?
- What can be tested and how?
- Case Studies
- How can I use the Crowd?
What is Crowdsourced Testing?

- Obtaining Testing Services from a large global community of testers
- One of the fastest growing world-wide trends
- It’s real testing, using real devices, in real time
- Utilises Cloud based platforms for managing distributed teams of testers

A number of Testers, in a number of places, connected by a Cloud platform.
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**: Tested by real users with real devices, platforms, networks, and locations in real time
- **ACCESS TO TALENT**: 100,000+ Crowdsourced Testers globally in our network
- **DETECTION OF DEFECTS**: Increase in defect detection rates
- **LOWER COST**: 50 to 70% cheaper

Double the coverage, half the cost, half the time
Traditional testing Vs. Crowdsourced testing

How Traditional testing compares against Crowdsourced testing

<table>
<thead>
<tr>
<th>TRADITIONAL TESTING</th>
<th>CROWD-SOURCED TESTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 3 FULL-TIME TESTERS</td>
<td>50+ PART-TIME TESTERS</td>
</tr>
<tr>
<td>10 to 20 DAYS FOR TESTING</td>
<td>3 to 5 DAYS FOR TESTING</td>
</tr>
<tr>
<td>2 to 5 DEVICES AND PLATFORMS</td>
<td>20 to 50 DEVICES AND PLATFORMS</td>
</tr>
<tr>
<td>320 PERSON HOURS</td>
<td>1500+ PERSON HOURS</td>
</tr>
</tbody>
</table>

<<< ENGAGE >>>
<<< SCHEDULE >>>
<<< TEST >>>
<<< UTILISE >>>
Who is in the Crowd?

- **They are Specialist Testers:**
  - Full-time/Part-time/Casual/Overtime
  - Contractors between jobs
  - Graduates

- **They are Users:**
  - Seasoned industry professionals & Subject Matter Experts (SMEs)
  - General public users

- **Located:**
  - Onshore & overseas
  - Developed & developing countries
Crowdsourced Testing Customers

Banking, Insurance, Financial Services
Crowdsourced Testing Customers

Retail, eCommerce, mCommerce, FMCG
Crowdsourced Testing Customers

Media & Entertainment

- Wet n Wild
- Disney
- BBC
- Fairfax Media
- Village Roadshow Limited
- afr.com
- Bild
- Brisbane Times

Telecom, Internet & Utilities

- Powerlink
- ESTA
- Telefonica
- Swisscom

Digital Marketing, Social Networks & Analytics

- Hogarth Worldwide
- 9xb
- JWT
- Google
- Appitized
Crowdsourced Testing Customers

Software, ICT & Information Services
- Microsoft
- Google
- intuit
- skyhigh
- ABP
- AIM
- Mindtree
- Cerner
- GENPACT
- STC thirdEye

Automobiles / Manufacturing
- Audi

Consumer Electronics
- Philips

Travel
- ANWB

Education
- Diduce
- youscience

Public Sector
- Met Office

Charity / NGO
- RNIB
Most Suitable Applications
Public facing, customer facing, supplier facing, and user-centric

- Mobile Apps
- Web Applications
- Cloud Based Applications
- Enterprise Systems
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
Can Crowdsourced Testing Replace Traditional Testing?

In most cases, No

- CST is Complementary traditional testing,
- On site testers work directly with project team to define and deliver requirements, focus on changes in current build
- CST focus on regression testing and coverage
- A good solution is to integrate outsourced or in-house testing with crowdsourced testing

In some cases, Yes

- Complete Outsourced CST works when:
  - Development and functional testing is completely outsourced to Vendor.
  - No internal or independent testing capability or budget for test resources
Crowdsourced Challenges

- Security Challenges:
  - Tester identification
  - Connectivity (e.g., VPN)
  - Commercial sensitivity

- Operational Challenges:
  - Selecting the right testers
  - Setup and briefing testers
  - Execution management
  - Defect validation and prioritisation
  - Reporting
Case Study 1

**AMP**

**Application Type**
- Personal Banking website (www.amp.com.au)

**Test Types Deliverables**
- Functional exploratory testing (guided)
- Usability testing
- Cross browser / Cross device / Compatibility testing

**Key Results**
- Ramped up to 49 Australian testers in less than 48 hours
- **Speed**: 80% of testing complete within two days
- **Total duration**: Entire test cycle and reporting completed in five days
- **Coverage**: 25 different device/browser/OS combinations
- 200 valid defects found and fixed before deployment
Case Study 2

Village Roadshow

Application Type
• Promotional website (www.paperplanesmovie.com.au)

Test Types
• Functional exploratory testing
• Cross browser / Cross device / Compatibility testing

Key Results
• Ramped up to 63 testers in less than six hours
• 130 defects supplied to the client 18 hours after taking the brief
• Total duration: Entire test cycle and reporting completed in five days
• Coverage: 24 different device/browser/ OS combinations
• 155 valid defects found and fixed before deployment
Case Study 3

Wet n Wild

Application Type
• eCommerce website
  (www.wetnvoidsdydney.com.au)

Test Types
• Functional exploratory testing (guided)
• **Scripted testing**
• Regression testing
• Cross browser / Cross device / Compatibility testing

Key Results
• Ramped up to 40 Australian testers in a few hours
• **Speed**: 90% of testing complete within two days
• **Total duration**: Entire test cycle and reporting completed in five days
• **Coverage**: 27 different device/browser/OS combinations
• 93 valid defects found and fixed before deployment
Case Study 4
Crown Casino Melbourne

Application Type

Test Types Deliverables
• Functional exploratory testing (guided)
• Functional test case execution
• Usability testing
• Retesting of defect fixes
• Regression testing
• Cross browser / Cross device / Compatibility testing
• E-commerce testing

Key Results
• Ramped up to 140 testers from 18 countries in less than 24 hours
• 1200 test case execution results
• Over 650 bugs found and validated within 72 hours
• Hybrid delivery: our crowd-testers and onsite consultants worked seamlessly with Crown’s in-house QA team and third-party developers
• Onsite Test Management and Analysis
• Speed: Multiple Cycles - 80% of testing complete within three days of each cycle starting
• Cost-savings: over 50% compared to traditional testing
• Coverage: combination of over 50 different devices/ browsers/operating systems
How can I use the Crowd

- Its is really quite simple:

- As a Tester
  - Fill out information about yourself and devices you have, what industries you are interested in simply wait to be invited to a project.

- As a Client
  - Fill out a questionnaire that covers all the requirements of your project, the type of crowd and devices configuration you want tested and leave the rest to us.
Questions...

Thank you

Emmanuel Pantelis | Service Delivery Manager QLD
M 0424 695 619
E Emmanuel.Pantelis@revolutionit.com.au
W www.revolutionit.com.au