BenchmarkQA helps project teams deliver higher quality software through:

- Quality Assurance Consulting
- Contract & Permanent Staffing
- QA/Test Training & Seminars
- Local Outsourcing Test Lab

QA IS ALL WE DO!
Crowdsourced Testing

A Cost Effective Supplement to Traditional Testing (...or is it just a fad?)

Software Quality Forum

Thursday, December 1, 2011
5:00 – 7:00 pm
Bloomington, MN

Jointly hosted by:
BenchmarkQA & TwinSPIN
Agenda

• What is ‘crowdsourced testing’?
• Who offers crowdsourced testing and how does it work?
• When is it useful, what are the benefits?
• Tester experiences
• Customer experiences
• Open Discussion
• Final thoughts
What is ‘crowdsourced testing’?

Crowdsourcing:

the act of outsourcing tasks, traditionally performed by an employee or contractor, to an undefined, large group of people or community (a "crowd"), through an open call.

Term first coined by Jeff Howe in a June 2006 *Wired* magazine article "The Rise of Crowdsourcing"

*Labor on demand*

Started recently (2007), based on company launch dates
What is ‘crowdsourced testing’? cont’d

Crowdsourcing concept is not just applied to testing:

- Problem solving, innovation and design
  (e.g. innocentive.com, yourencore.com)

- Content and image contributing
  (e.g. Wikipedia, iStockphoto)

- Remote freelance (general) staffing
  (e.g. oDesk.com, mturk.com)
Who offers crowdsourced testing and how does it work?

- A handful of major players
  - Utest
  - Mob4Hire
  - FeedbackArmy
  - Pay4Bugs
  - 99Tests

- Refer to Crowdsourced Testing Companies’ table
When is it useful, what are the benefits?

Crowdsourced testing is most beneficial for:

- Access to diverse platforms, languages, and people (demographically and geographically)
- Real insights from the real world, not just made up test case results
- Testing done by hundreds of people at the same time
- Rapid feedback right away
- Beta testing
- Usability testing
- Small companies, start-ups that don’t have and can’t afford their own testing resources
Tester experiences…

- What testing organization did you sign on with?
- How much previous testing experience did you have when you signed on?
- How long have you been a crowdsourced tester?
- What types, how many projects did you participate in?
- What/how many test devices did you have available to you?
- What types of people are a good fit for this type of work?
- Any other general thoughts/comments?
Customer experiences…

- What testing organization did you work with?
- What type of project did you contract them for?
- How did you manage the effort?
  - To ensure good risk coverage?
  - What structures, reports, tracking, etc. gave you confidence for coverage/completion?
- What value did you gain from your crowdsourced testing experience?
Customer experiences…

- Do you have your own internal testing resources (FTE and/or contracted)?
  - If so, how did you coordinate these two sets of testing resources?
- Would you or have you used that service more than once?
  - If not, why not?
- What, if any downsides does this type of testing have?
- Any other general thoughts/comments?
Open Discussion
Final thoughts…

- Probably is not a fad given the continued growth of mobile devices
- Is not a true replacement for internal testing for most organizations
- Not a good choice for corporate applications
- If considering becoming a crowdsourced tester, evaluate the company options and their payment models carefully against your objectives for becoming a crowdsourced tester
Referenced Websites

www.utest.com
http://99tests.com/
www.mob4hire.com
www.feedbackarmy.com
http://www.pay4bugs.com/
www.crowdsourcing.org
www.innocentive.com
www.yourencore.com
www.crowdsourcing.org
https://www.mturk.com/mturk/welcome
https://www.odesk.com/
Thank You!

For additional information on how BenchmarkQA can be of assistance, please contact:

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