

**BUGFINDERS**

HOW TO GIVE BRANDS WHAT THEY REALLY WANT

Developing software for brands isn't always straight forward. Requirements can change halfway through a project, design briefs can alter, and last minute feedback can throw up some late challenges.

However, there is one thing that brands always want from their apps and websites: functionality. If bugs prevent software from working correctly on certain mobile devices, browsers and operating systems, brands' can sustain reputational damage, which often results in negative consequences for revenue.

With that in mind, here are some ways to ensure that you're giving your clients what they really want.



PROBLEM

Developers' workload is so high that guaranteeing functionality isn't feasible

Solution

Developers at any agency are going to have a high workload. However, software not working properly is often not just a symptom of that, but a cause. If clients come back to your agency demanding fixes post-go live, more work is created, which in turn makes it more likely that functionality will suffer on other projects. Put more of an emphasis on testing software thoroughly now and your developers' workload will reduce, allowing for a greater focus on functionality.



PROBLEM

There's never enough time to test software properly

Solution

Almost all software development projects encounter unforeseen delays, which mean that there is rarely more than a few days in which to test before software is handed back to the client.

The answer to this problem is not to allow more time for testing (which is unfeasible) but to work with a partner that can perform rapid, effective testing in a short timeframe.





PROBLEM

We don't have access to enough devices to test on

Solution

As the mobile device market has grown and customers have begun to use a wider array of Smartphones and tablets, this has become more and more of a problem for small test teams. However, the growth of devices has also seen the parallel rise of Crowdsourced Software Testing, whereby communities of thousands of professional testers all over the world come together online to test software. Crowdsourced testing can thus achieve coverage on hundreds of unique devices, compensating for the lack of resource you have in-house.



PROBLEM

Adding the cost of a testing partner would push up our prices

Solution

Because Crowdsourced testers are paid for the bugs they find, rather than the time they spend testing, significant savings are made on the costs of traditional testing methods. These savings can be passed on to your clients in the price of testing, which can be factored into your pitch. As mentioned, sites and apps working flawlessly across a large number of mobile devices is a primary concern for any brand - make the case for the brand protection effective testing will afford, and you can demonstrate that the benefits more than justify an increase in price.

