BUGFINDERS

THE COST OF NOT USING CROWDSOURED TESTING

The ever-expanding mobile device market means you now have to ensure your apps and websites work on more Smartphones, tablets, browsers and operating systems that ever before.

Crowdsourced Testing is the best way to do this, but some of your colleagues may need persuading. With that in mind, here are some objections you may encounter, and how to handle them.

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OBJECTION

''We already do our testing in-house''

Response

Only tech giants like Amazon and Google with 60+ internal testers can do this effectively. For everyone else, working with a Crowdsourced Testing partner is the only way to achieve adequate device coverage and guarantee a great customer experience online.

OBJECTION

''We already have a testing partner''

Response

Traditional software testing, as practiced by offshore companies, is nowhere near as fast or thorough as Crowdsourcing. A typical offshore team of around 12 testers would take months to thoroughly test your software on a broad range of devices; as a result, testing is often too narrow and ineffective.

Crowdsourced Testing, on the other hand, can cover hundreds of unique devices in just a few days, enabling you to launch your software with confidence.

OBJECTION

"We don't have the budget"

Response

The cost of not using Crowdsourcing is far greater than the cost of using it. Bugs on your app or website which frustrate your customers and lose you revenue may go unnoticed for months, damaging your reputation and driving customers towards your competitors.

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OBJECTION

"We're worried about sensitive information being leaked"

Response

This is a valid concern when sharing software with any third party contractor pre-release. To avoid leaks, most Crowdsourced Testing companies require their testers to sign Non-Disclosure Agreements before working on projects. Where extra levels of security are required, Bug Finders maintains elite teams of trusted testers with whom we have a lot of prior experience.

OBJECTION

"Our customers find our bugs for us"

Response

Please, please don't tell us this is the case. If you're only fixing bugs every time one of your customers tells you about them, chances are you're frustrating and alienating many more who won't tell you anything. Get your software properly tested, and protect your reputation and revenue levels.

SO THERE YOU HAVE IT.

It may be more convenient or even cheaper in the immediate term for organisations to stick with what they're doing now.

But using Crowdsourcing will quickly pay dividends, and the consequences of not doing so may be harmful to your sales, now and in the future.