



BUGFINDERS

KEEPING DEVELOPMENT COSTS DOWN

Developing software is an expensive business. Ensuring usability and functionality in coding and web design requires a lot of time and significant expertise, which doesn't come cheap. Additionally, increased use of Smartphones and tablets amongst consumers means that sites must now be responsive or mobile dedicated, raising costs even further.

To help you save money when releasing new sites and apps, we've put together this list of potential development costs and ways of reigning them in.



COST

Optimising for a growing mobile device market

Solution

Making your site responsive isn't the only expensive element of optimising for mobile. You also need to make sure that site works on the growing multitude of unique Smartphones and tablets used by your customers, which can only be achieved by conducting rigorous software testing on as many devices as possible.

The cost of testing, which can be exorbitant when performed in-house, can be significantly lowered by working with a Crowdsourced Testing partner. Crowdsourced testers are paid for the bugs they find, rather than the time they spend testing, and the money this saves gets passed on to you in pricing. In addition, Crowdsourcing is by far the most effective way to test, deploying hundreds of testers simultaneously to provide incredibly wide device coverage.



COST

Delays preventing software from getting to market

Solution

Unfortunately, delays are a common feature of the development process, as the complexity of the work inevitably throws up unforeseen problems and challenges. In addition, thoroughly testing a site or app, particularly when it's done in house, can hold up a release for weeks or even months. This can cause a significant loss of potential revenue.

Crowdsourced testing can dramatically reduce time to market for your software. Because Crowdsourcing utilises hundreds of testers simultaneously, testing can be completed in just a few days, rather than the 3 or 4 weeks necessary for comprehensive testing using traditional methods.





COST

Bugs are found post go-live and outside the software's warranty period

Solution

This is a problem which many brands face, particularly when working with a 3rd party developer whose warranty period lasts only for a month or so. Paying for bugs to be fixed yourself can be an irritating cost on top of what you've already paid for development.

The best way to mitigate this risk is to find a trusted software testing partner who can independently assess the work done by your developer. By having your bugs identified well within your warranty period, you can ensure that it's not you who has to shoulder the cost of fixing them.



COST

Poor customer experience harming brand image

Solution

This one is something of a hidden cost, but potentially one of the highest. If your site fails to provide an outstanding user experience by not functioning correctly on certain mobile devices used by customers, perception of your brand can be damaged, which can have a long-term negative effect on revenue.

Some companies take this risk by relying on their customers to complain to them about bugs, but building capacity for software testing into your budget makes it unnecessary. If you can find a test partner who will identify every business-critical defect before your software goes live, your site can do what it's supposed to do: increase revenue, rather than pose a threat to it.