



# The costliest bugs of 2018

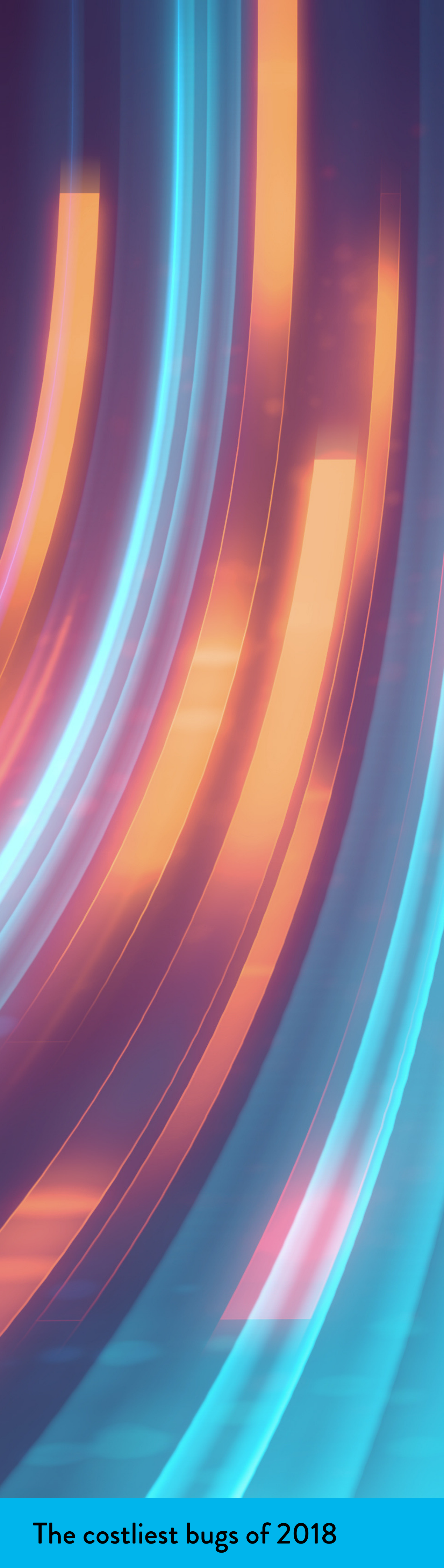
The costliest bugs and how to avoid  
them



# THE TOP 10 COSTLIEST BUGS

Short Description	Sector & Impact Cost
Tablet users closing a customers survey were unable to then purchase products on the site.	Retail - £1.3M
The users localised site had multiple issues not found on the main site.	Manufacturing - £1.1M
Search feature failing to find correct products.	Retail - £950k
Website launched in a new country without localised testing. Cultural and translation issues identified after the site had gone live.	Retail - £900k
Home delivery option couldn't be selected on Desktop browsers.	Retail - £625k
Completing a purchase didn't work in internet explorer 10 or earlier versions.	Services - £600k
Missing images from product pages.	Retail - £275k
The size guide is a broken link.	Retail - £190k
Mac products and accessories didn't work on Safari.	Retail - £175k
Quantity field only allowed 1 character.	Retail - £155k





# INTRODUCTION

The worldwide demand for online interaction doesn't show any sign of slowing down. Internet users, websites and applications continue to grow as more and more of us work, play and manage our lives through a digital interface.

This is great news for digital brands– their customers are constantly looking for new ways to interact, while providing a digital experience that sets them apart from their competition.

But pushing technology boundaries can bring daunting challenges when it comes to delivering a high-quality experience. With the range of devices, operating systems and browsers growing and the increased complexity of customer requirements, it's no wonder that many brands are only able to provide QA for a small fraction of their global audience.

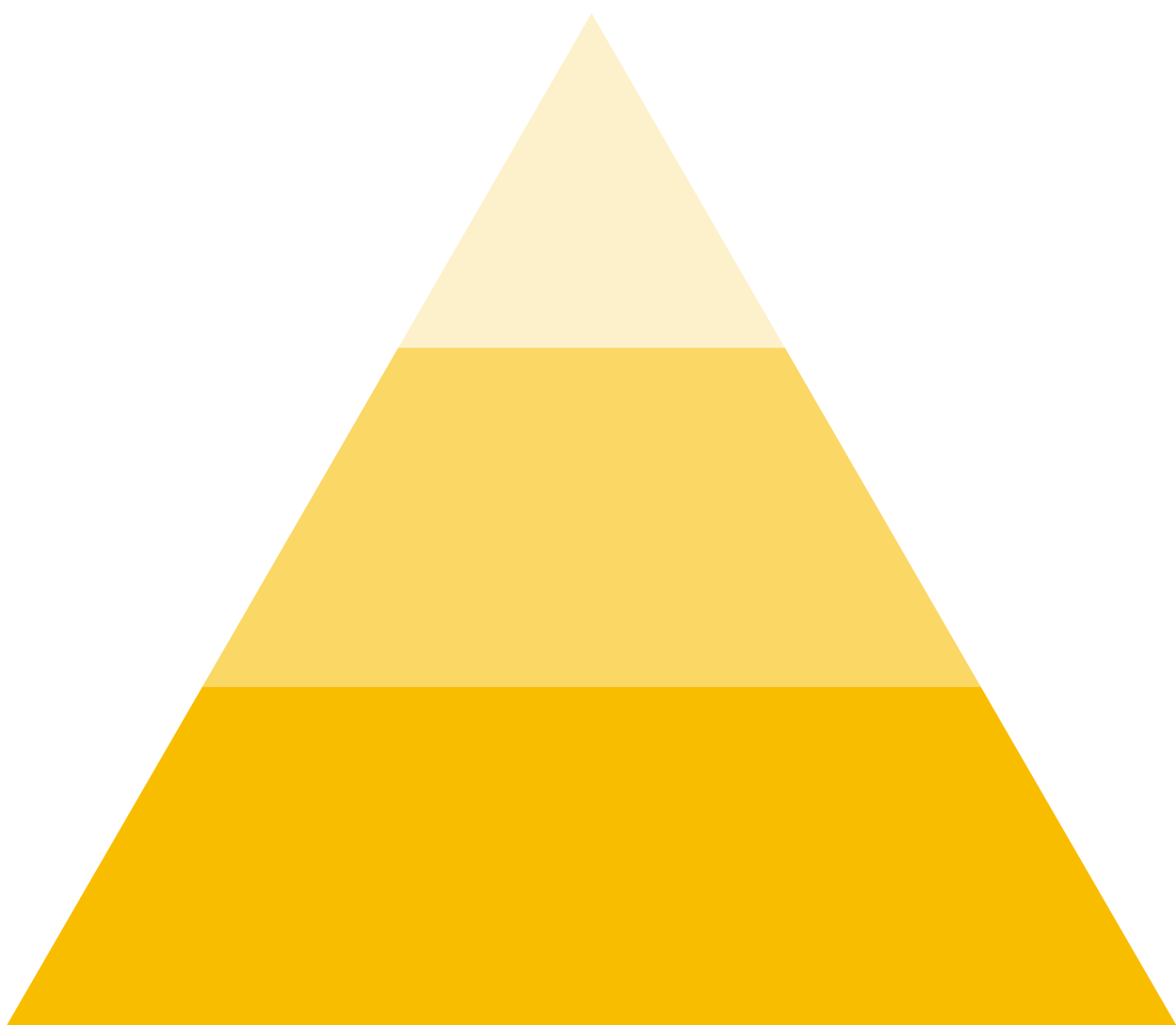
This leaves applications and websites with bugs that are not discovered until they are in the hands of users, risking reputational damage and potential lost revenue.

## FOR THIS REPORT

We picked a cross section of functional tests with various sized projects from large ecommerce sites to small brochure-ware sites. When we reported to customers the bugs we found, we categorised the issues into 3 key areas of severity: critical, conversion and CX.



# THE COST OF SOFTWARE BUGS



£70	If found in the design phase
£1050	If found in the QA testing phase
£7000	If found during production

Sector	Cost
Clothing Retail	2 Bugs costs £1m/ Month
Travel Company	13 Bugs costs £2m/ Month
Telecoms	3 Bugs costs £1.4m/ Month
Travel Company	1 iPad Bug costs £0.6m/ Month
Event Site	11 iPad Bug costs £2.5m/ Month

The impact of fixing these bugs as early as possible can make a massive difference to development costs. A study from Systems Sciences Institute at IBM shows that leaving a bug unfixed until production can cost 100 times more to fix, than if it was discovered and fixed at the design stage.

The cost of doing nothing can be astronomical and damaging to your digital performance. In a presentation from UX guru Craig Sullivan, he highlighted some of his real-world cases showing resulting loss of revenue due to bugs remaining unfixed.



# WHAT CAN YOU DO TO AVOID THIS?

Google, Amazon and Facebook have set the bar high for digital experience. Customers are no longer willing to settle for less. While the majority are either tackling the technical side or optimising customer experience, very few players are successfully combining the two.

Testing can and will increase your digital performance and increase revenue.

## Why was the functional testing not done on these sites?

Quite often, companies will 'test' their website. However, today's consumer-led economy means that it is very difficult to balance out development and quick releases against digital performance quality. Often it's quantity against quality and this is where brands fall short.

For this reason, many teams find that they need to compromise, and this comes down to the 'test more' vs 'release on-time' battle. More often than not 'release' wins, and instant results are preferred against delayed ones.



**So, release trumps testing, meaning that insufficient analysis is done! But, even with sufficient time and a regular sized test team, brands would struggle to deliver the coverage required in our every expanding device lead world.**

[Find Out More](#)



# 5 TOP TESTING TIPS



## 1 Device Coverage

You need to think about a minimum of 30 mobile devices combined with 7 browsers variations as required. 12 people should be enough to cover that – bearing in mind that 1 person can cover a maximum of 3 devices before they become ‘browser blind’.



## 2 Localisation

If you are going to launch a website outside your home country, use a testing team in that specific country. Combine this with usability testing and you give yourself the best chance at success. Local people will quickly feedback on issues that you don’t see – these can be big or small.



## 3 Scripts

Your team should have detailed and structured scripts that cover the relevant scenarios in a repeatable way. This will ensure that all home-delivery options, quantity fields etc are checked to avoid embarrassing and costly issues later.

## 4 Users

Completing early usability testing with real world users is an excellent way of doing this. The customers should also be consulted throughout the process to ensure that the final product meets their needs.

## 5 Time

Despite how painful it is, you need to give your team time to cover everything properly. If the business disagrees, then build a business case to increase the team size, or look at outsourcing options, with a focus on speed.



# THE RIGHT SPECIALIST

Finding a testing company with the scope and ability to take on all of the different issues is a bit of a minefield. Some will be too expensive, while others will reduce the amount of testing on one area to compensate for a lack of resources. So what options do you have left?



## The Digivante way

At Digivante, we have developed a digital performance platform to help you optimise your customer experience proactively and build resilience. In partnership with our community of professional testers, security experts and real users, we will give you the actionable insight you need to compete.

Our three solutions are designed to cover all of your bases and, if needed, we can always adjust each to fit your needs and goals.

Launch - Professional testing at speed, at scale and on budget for all major digital projects. Our fully managed testing solution provides 90 work days of testing in 72 hours.

Release - Quality regression testing to support your release schedule, so your digital and development team can spend less time testing and more time implementing winning features.



Convert - Digital performance analytics that beats Google Analytics on in-depth conversion rate analysis. With comprehensive coverage across all major browsers and devices, our technology quickly identifies under performers.

Talk to our team now and find out more about how Digivante can maximise your digital performance.

## Contact us

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