Lessons Learned in Crowdtesting

Ron Werner | Principal Quality Engineer | CAZOO Search. Drive. Smile.

About me:

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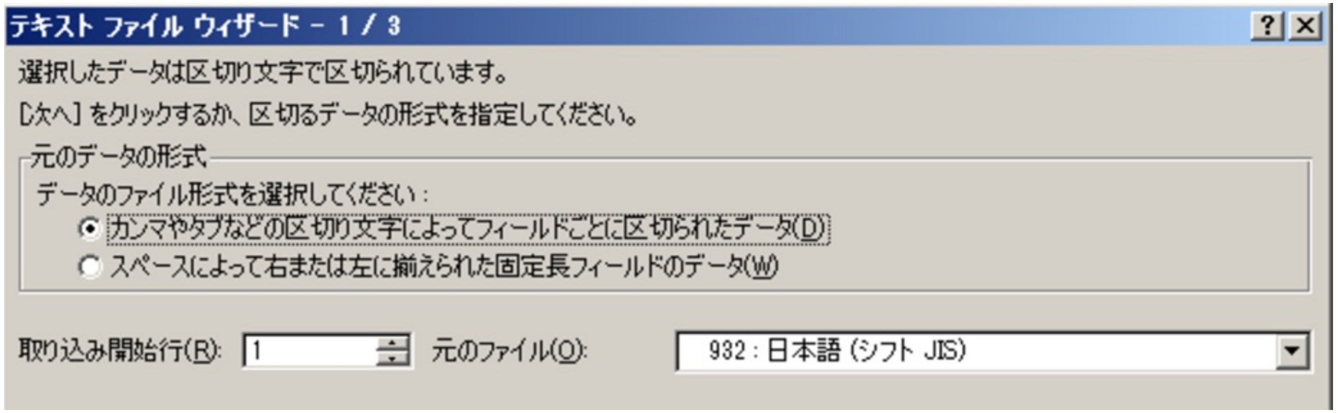
Principal Quality Engineer | CAZOO Search. Drive. Smile.

15 years of experience in Testing, 18 years in IT

Married, 3 sons, 1 Dog

Likes: MTB 🚵, Climbing 🧗, Hiking 🏔️, Skiing ⛷️ ...

Weirdest experience: Testing in Japanese...



テキスト ファイル ウィザード - 1 / 3

選択したデータは区切り文字で区切られています。
[次へ] をクリックするか、区切るデータの形式を指定してください。

元のデータの形式
データのファイル形式を選択してください：
● カンマやタブなどの区切り文字によってフィールドごとに区切られたデータ(D)
○ スペースによって右または左に揃えられた固定長フィールドのデータ(W)

取り込み開始行(R): 1
元のファイル(O): 932 : 日本語 (シフト JIS)

KRAUT TESTING ?

SONOMA BRINERY
RAW
SAUERKRAUT
PROBIOTIC
TRADITIONAL
sonomabrinery.com

CLOUD TESTING ?

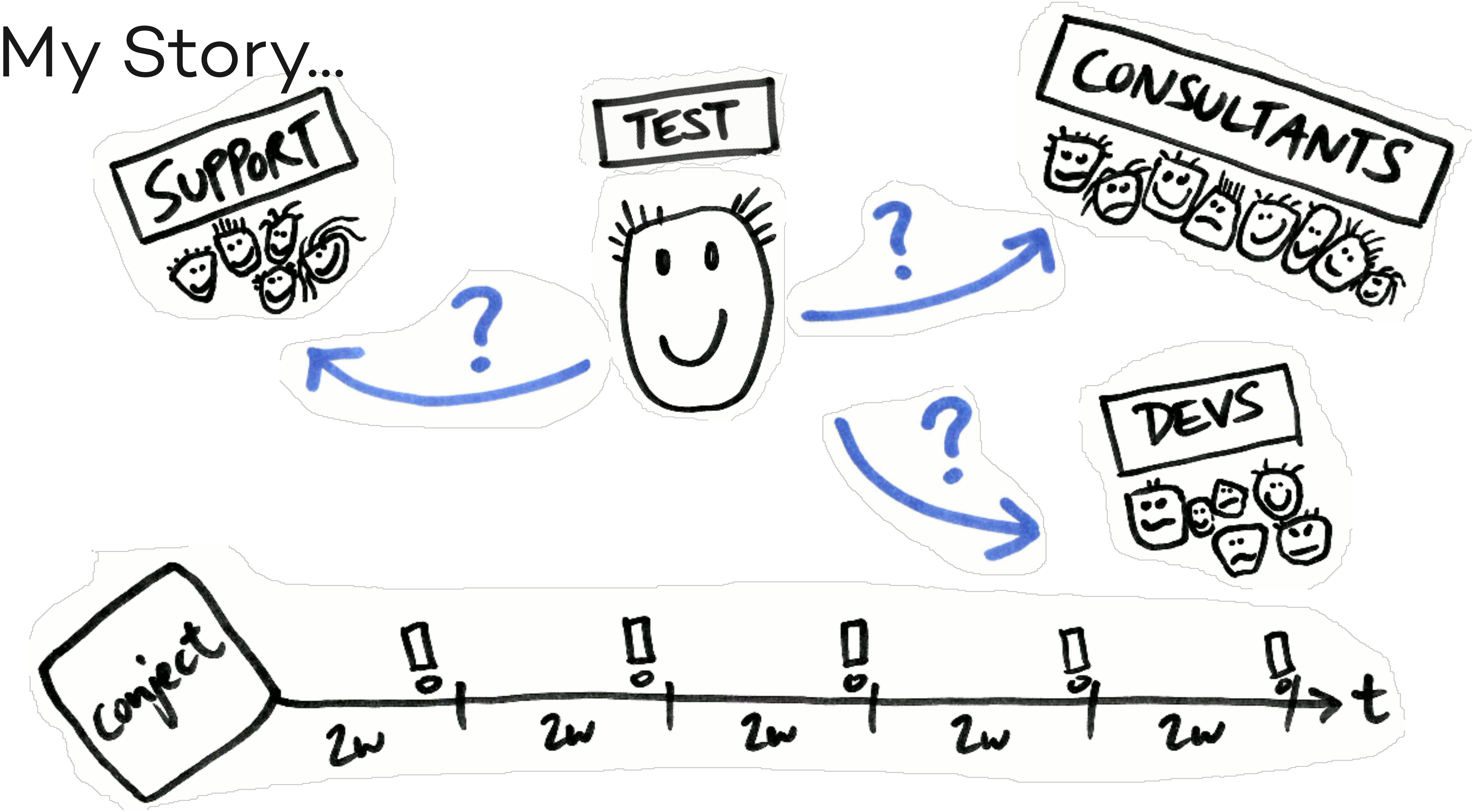
AC
HOTELS
MARRIOTT

CROWD TESTING ?

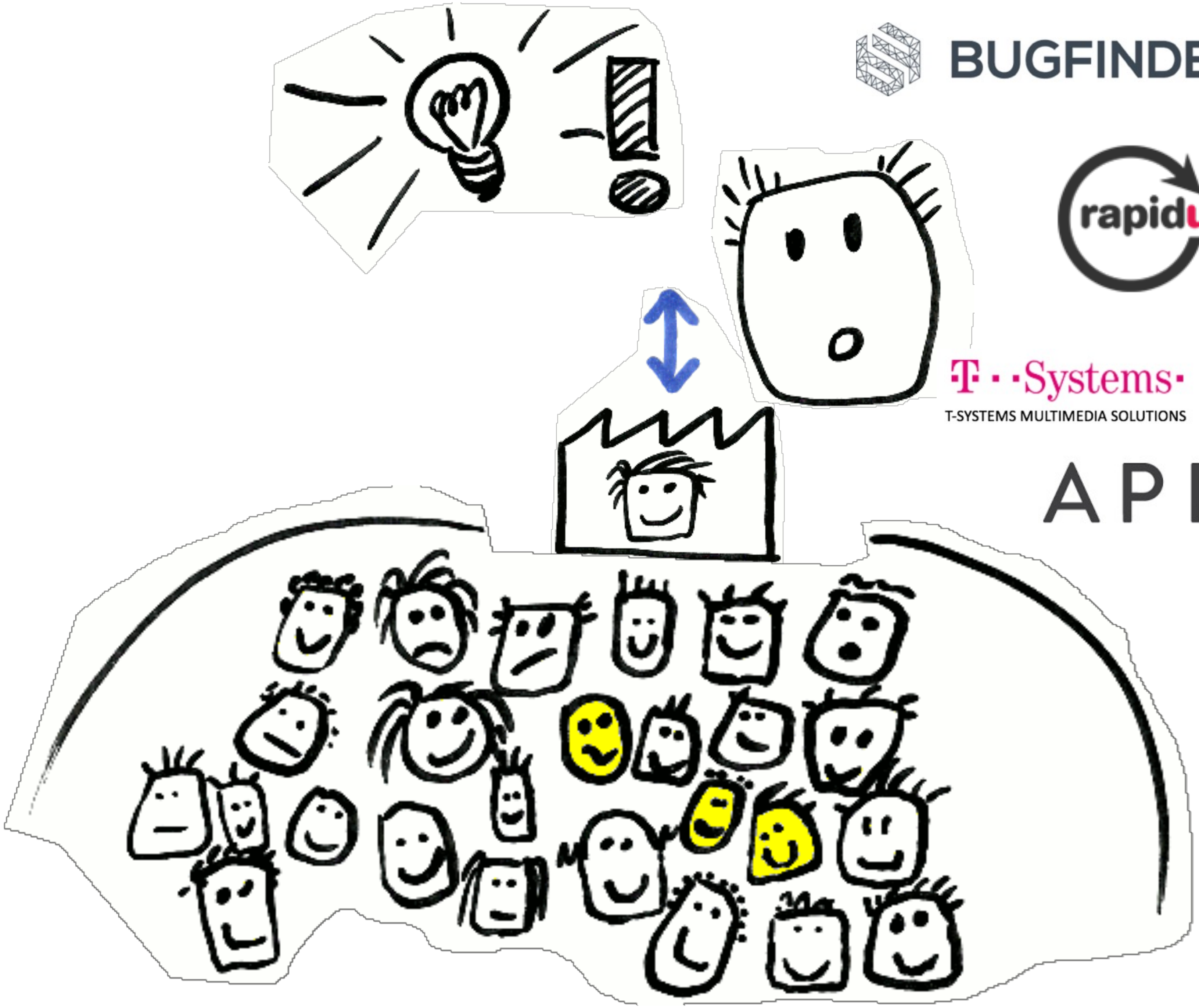
CROWD TESTING !

So the Story begins…

My Story...


SUPPORT
TEST
CONSULTANTS
DEVS
?
?
?
conject
2w
2w
2w
2w
2w
t

@ron_werner



BUGFINDERS

passbrains

TestFairy

rapidusertests

T+

Testbirds

T · · Systems ·
T-SYSTEMS MULTIMEDIA SOLUTIONS

uTest®

crowdsourcedtesting

APPLAUSE

99

TESTTailor

test IO

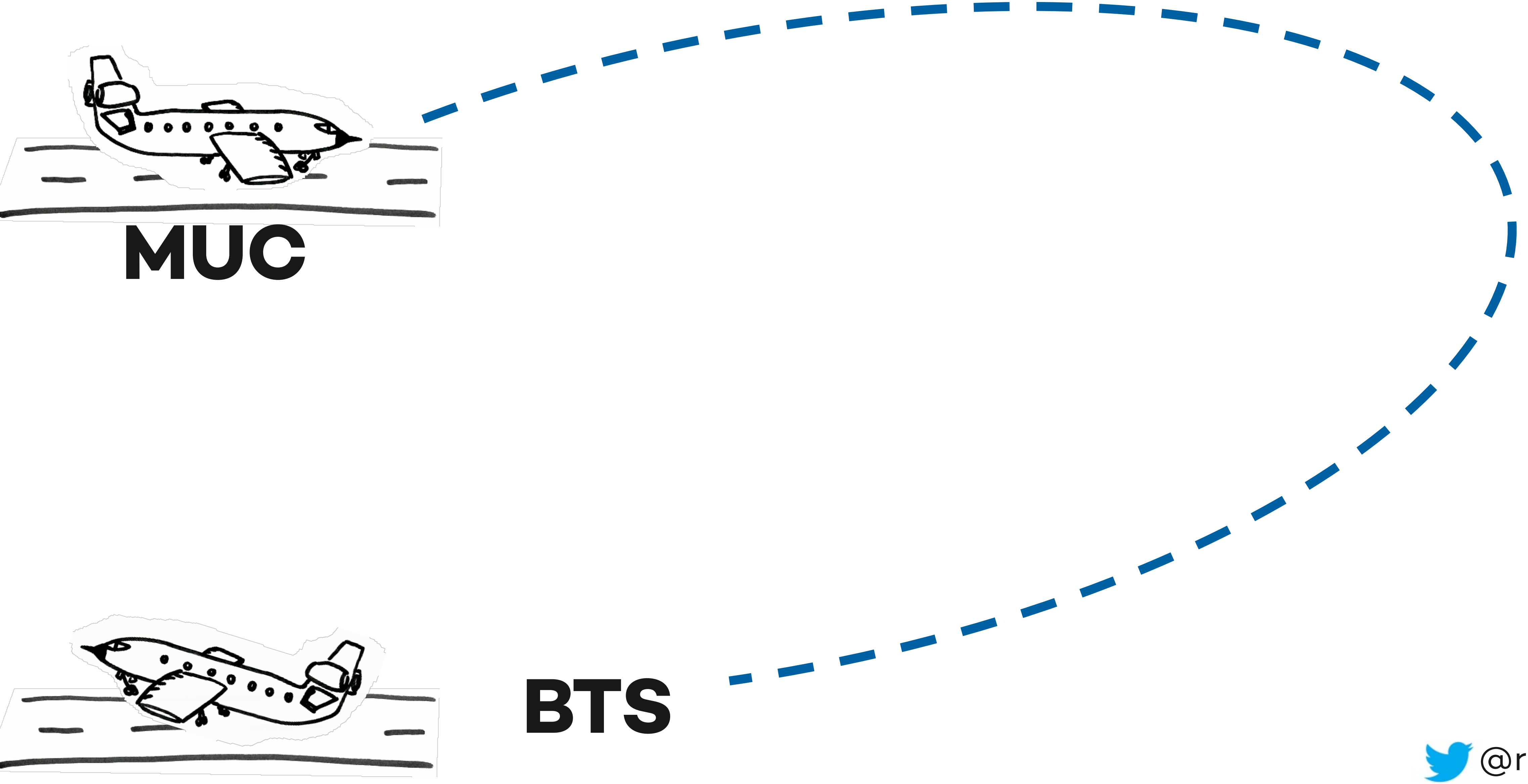
MOB4HIRE

Ubertesters
Optimizing mobile testing process

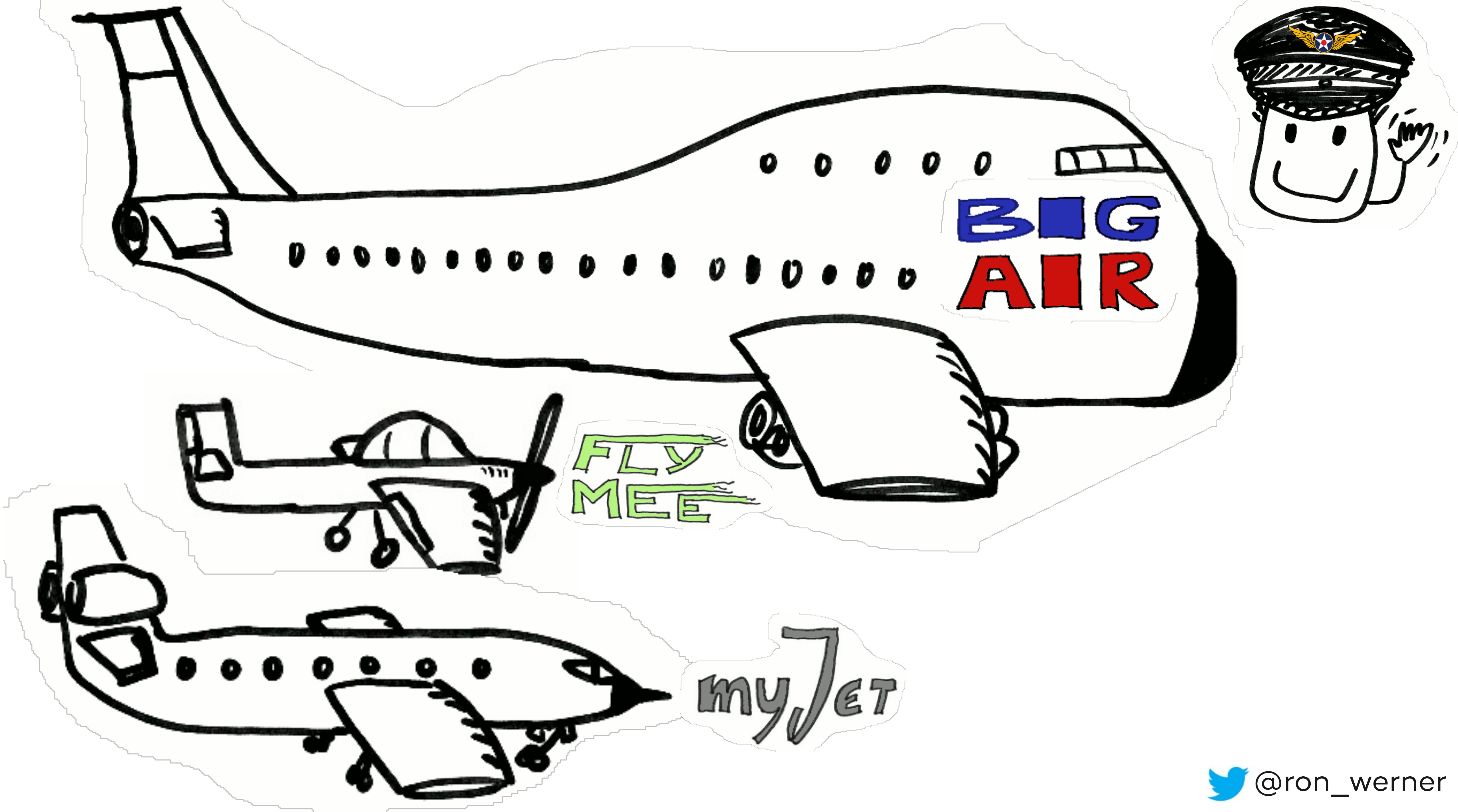
testlio

@ron_werner

#FlightPlan

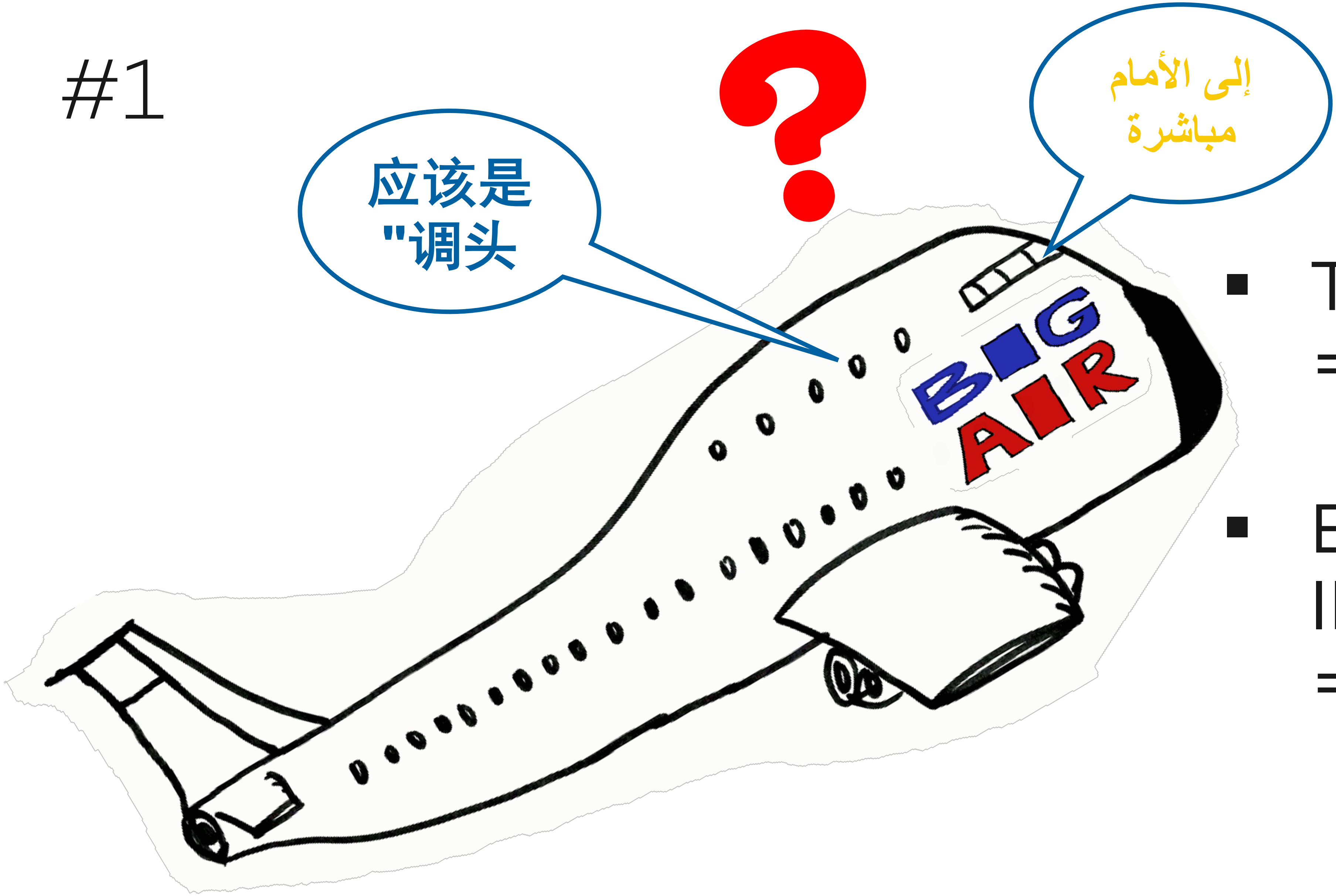


@ron_werner


BIG
AIR
FLY
MEE
myJET

@ron_werner

#1


应该是
"调头
إلى الأمام
مباشرة
?
BIG
AIR

- Testcases ?
  => Expl. Tests!
- Expl. Tests,
  IE10, no JRE?
  => Testcases,
  no IE10, JRE!

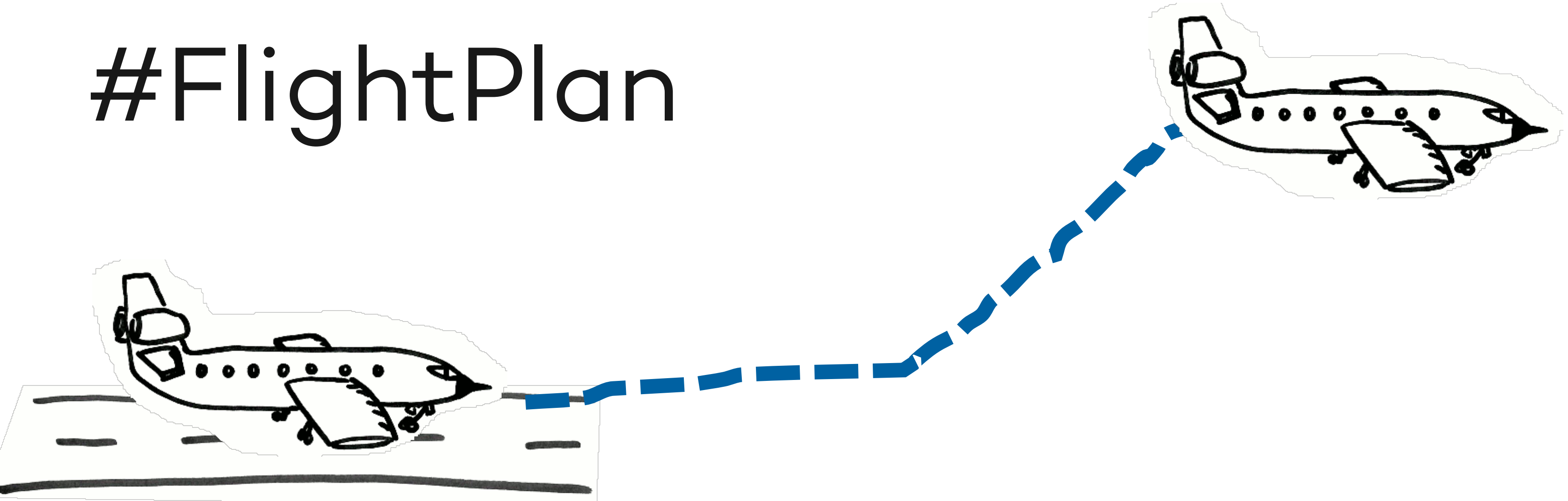
#2

- System immature
- Excel for TCs
- Screenshot hell

#3

- On time (< 2 days)
- Mature System
- Flexibility
- Preferred Testers
- 24/7

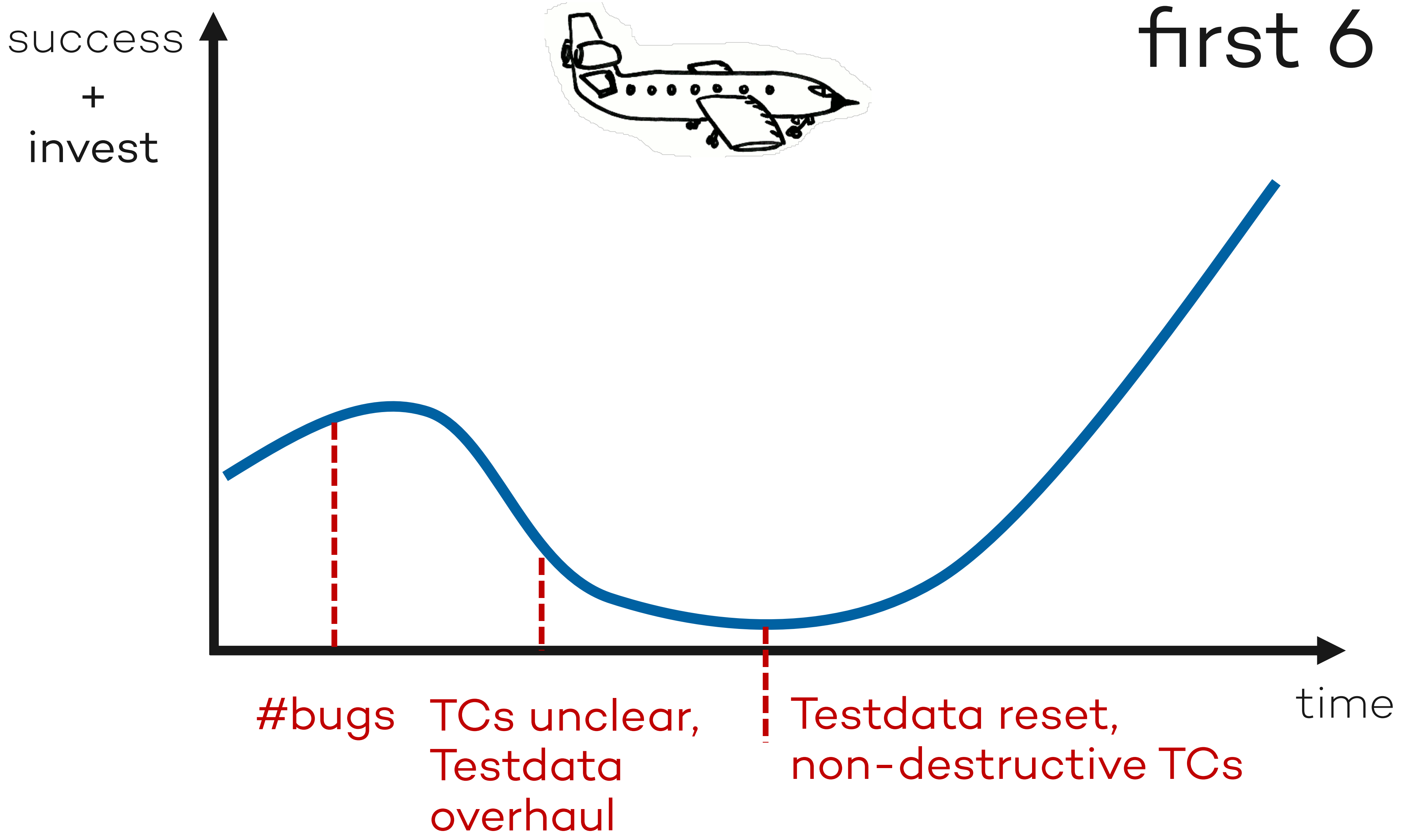
#FlightPlan



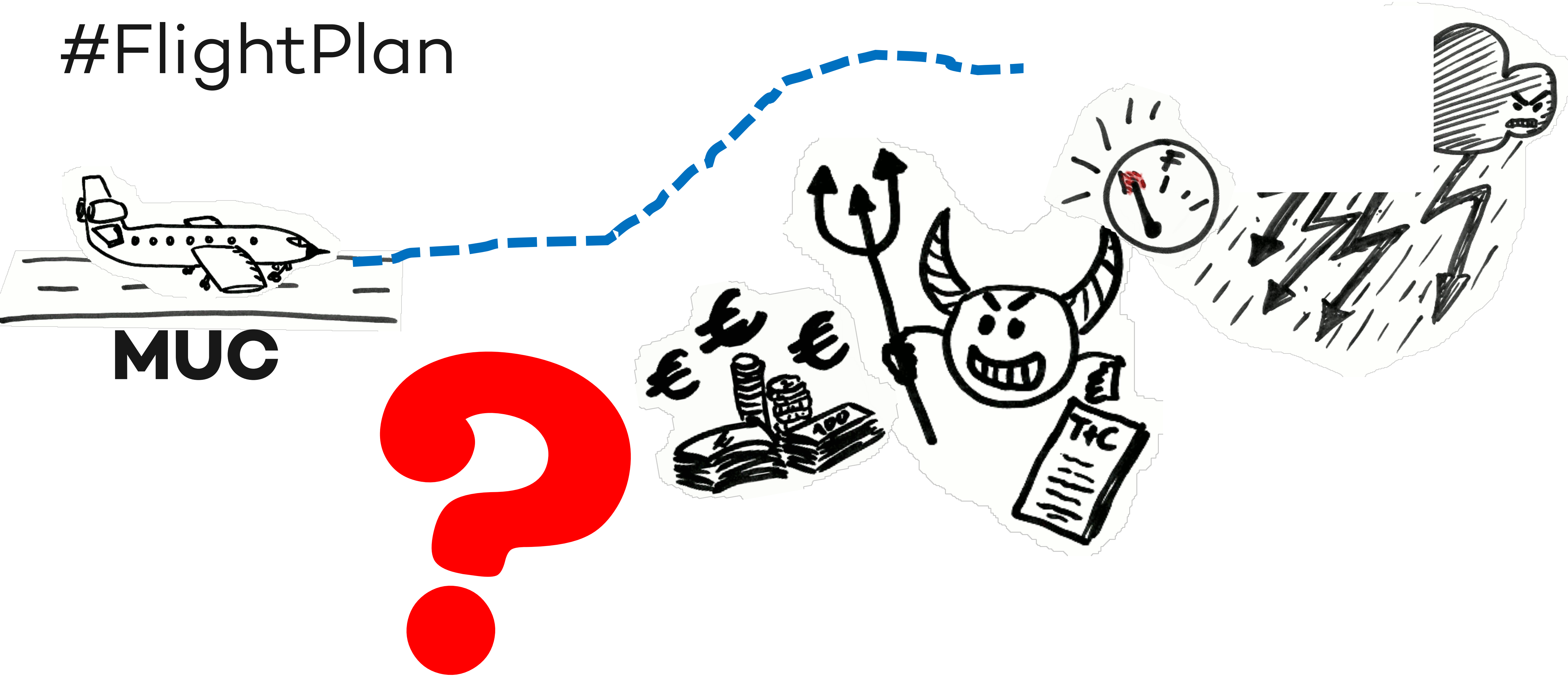
MUC

BTS

first 6 months...



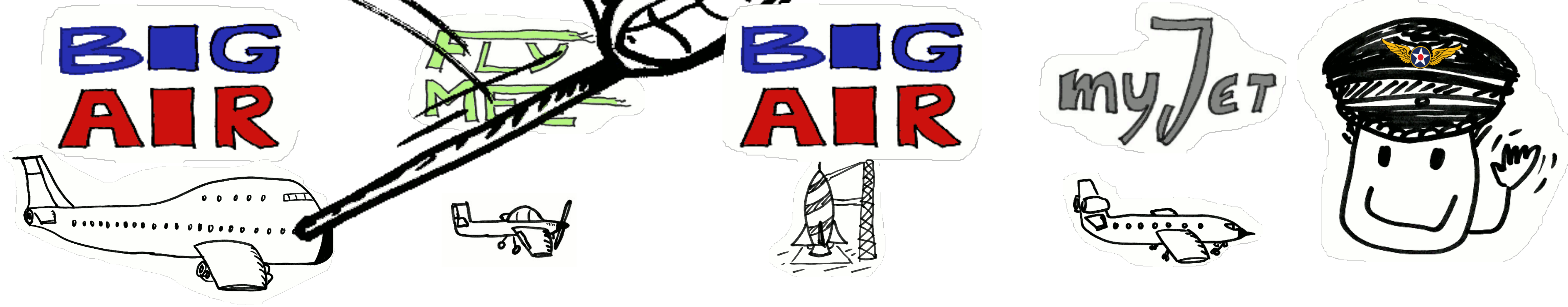
#FlightPlan



MUC

BTS

@ron_werner

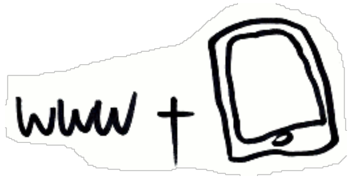

BIG AIR
FLY ME
BIG AIR
myJET

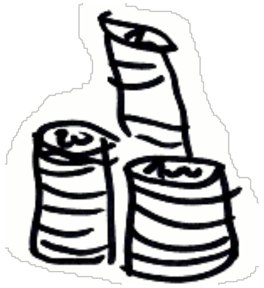
- App altered
- Bad performance
- Not on time (> 2 days)

- Few devices
- Not on time (> 2 days)
- Resigning problems
- Platform

- Promising platform
- Nice pricing
- EATEN!

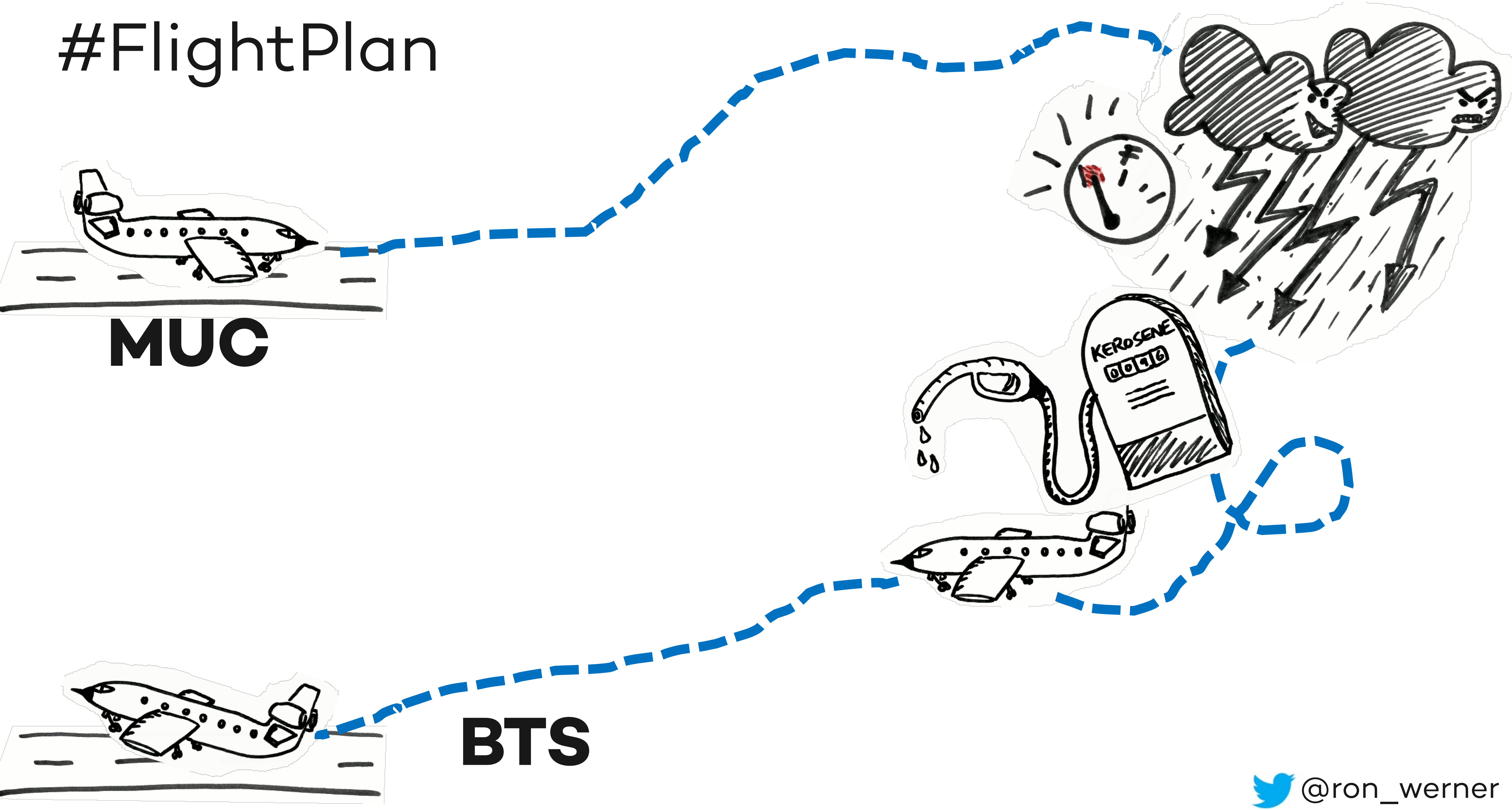
- Negotiation rounds…





- Great Team
- All devices
- No resigning problems

#FlightPlan


F
KEROSENE
0096

MUC

BTS

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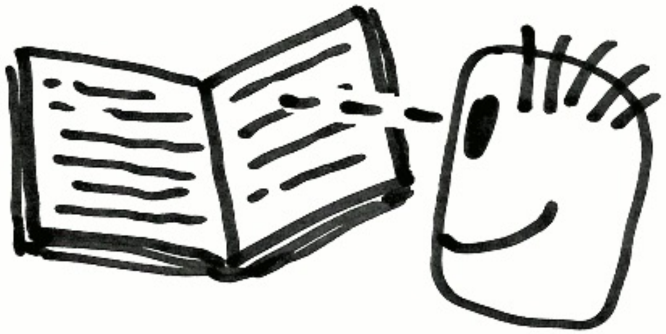
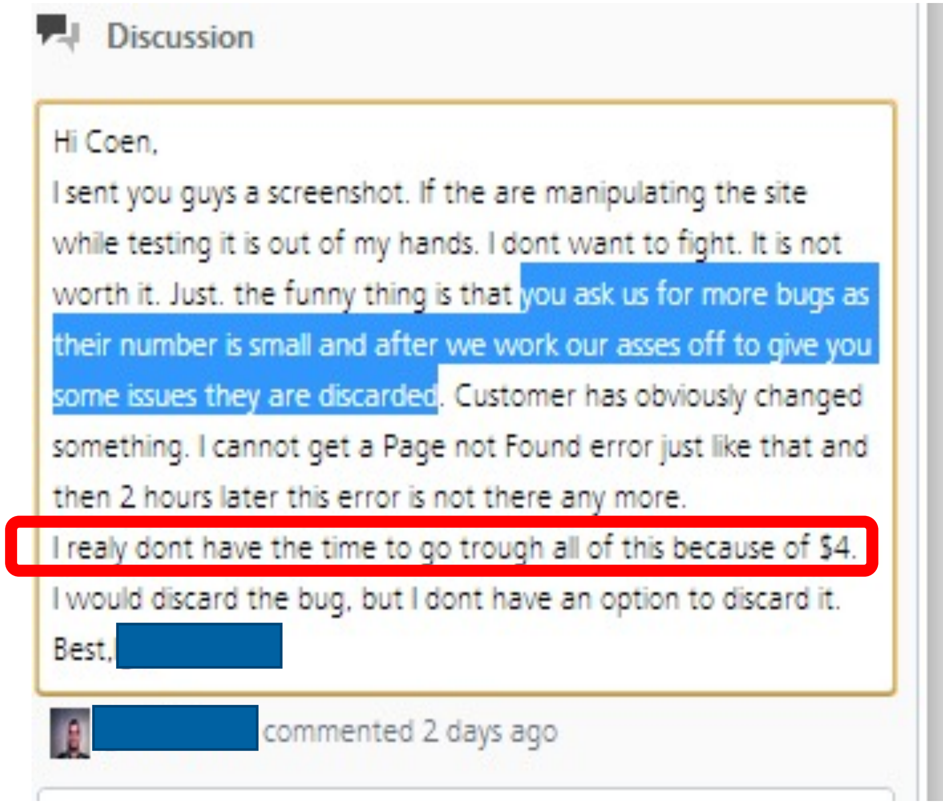
FIVE
LESSONS
LEARNED

#1: DO YOUR RESEARCH

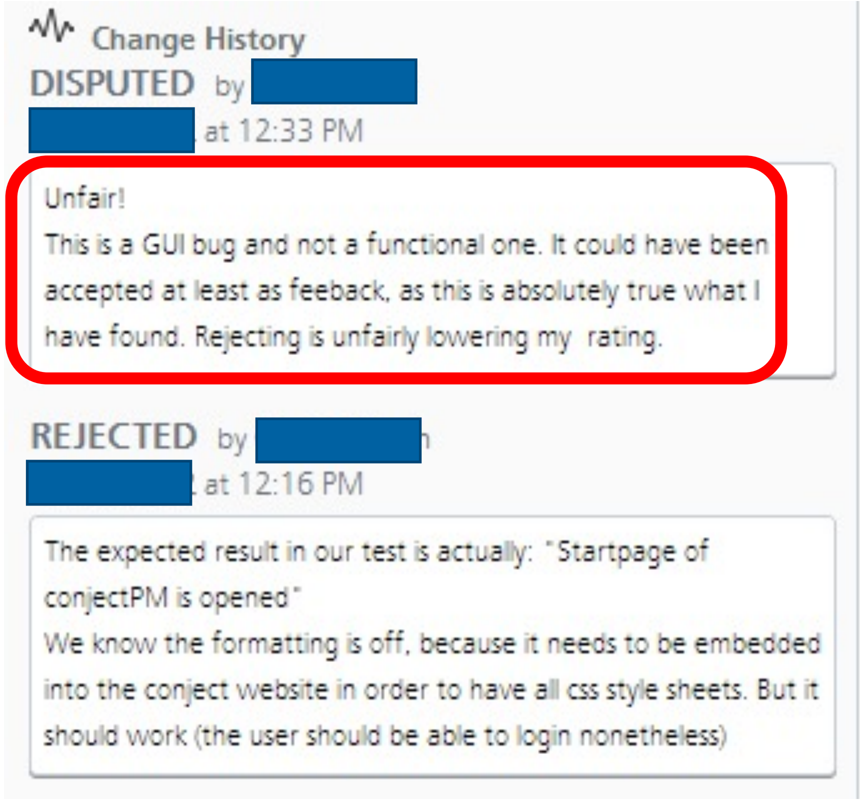


- Test/TC Management System
- Pricing model
- Tester Motivation
- Register as Tester yourself
- Bug retests included?



Hi Coen,
I sent you guys a screenshot. If the are manipulating the site while testing it is out of my hands. I dont want to fight. It is not worth it. Just. the funny thing is that you ask us for more bugs as their number is small and after we work our asses off to give you some issues they are discarded. Customer has obviously changed something. I cannot get a Page not Found error just like that and then 2 hours later this error is not there any more.
I realy dont have the time to go trough all of this because of $4.
I would discard the bug, but I dont have an option to discard it.
Best, [redacted]

[redacted] commented 2 days ago



DISPUTED by [redacted]
[redacted] at 12:33 PM

Unfair!
This is a GUI bug and not a functional one. It could have been accepted at least as feeback, as this is absolutely true what I have found. Rejecting is unfairly lowering my rating.

REJECTED by [redacted]
[redacted] at 12:16 PM

The expected result in our test is actually: "Startpage of conjectPM is opened"
We know the formatting is off, because it needs to be embedded into the conject website in order to have all css style sheets. But it should work (the user should be able to login nonetheless)

No.

No!!

No!!!

#2: DO YOUR HOUSEKEEPING

- Concise TCs
- Distinct & independent Test Data
- Non-destructive Tests
- Resettable Test Data

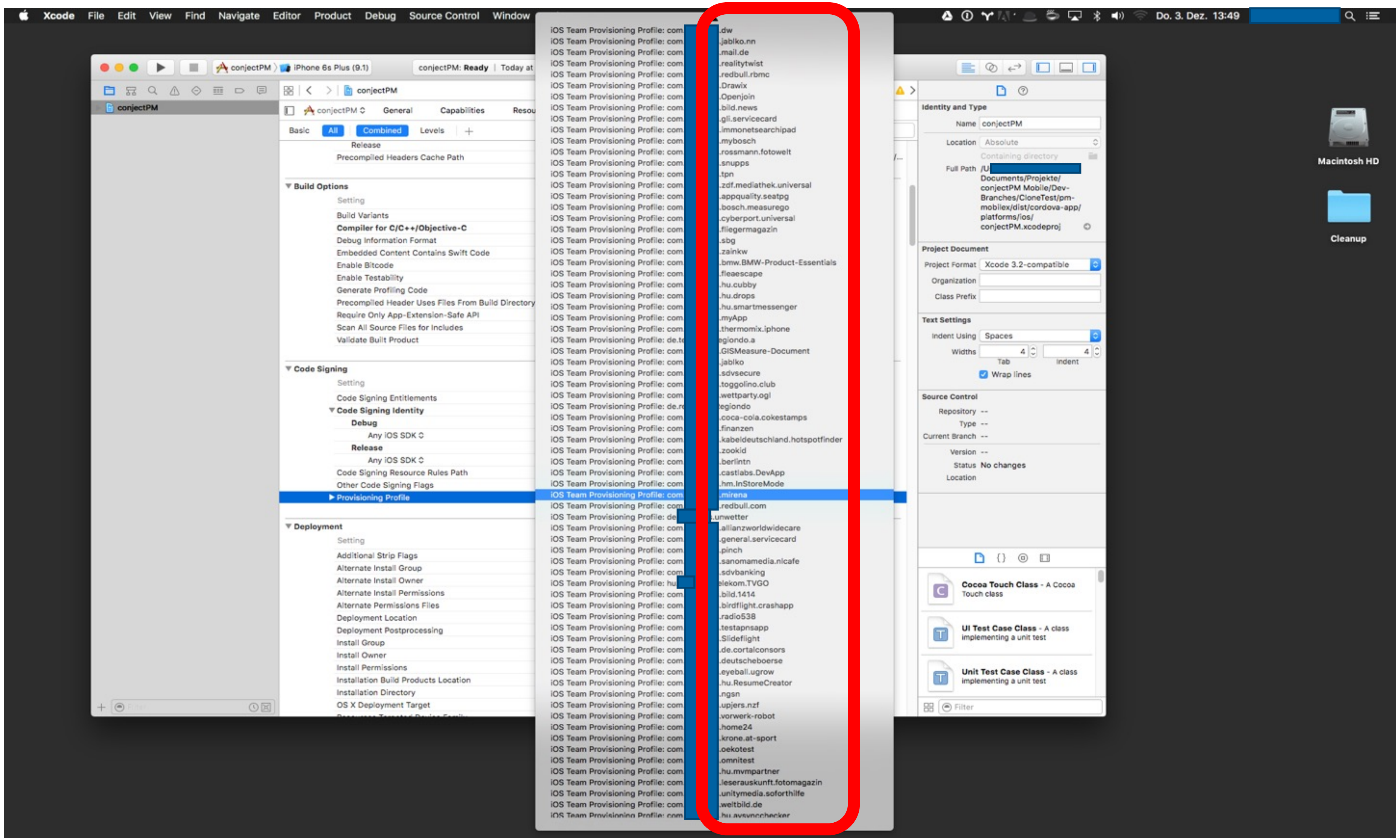
#3: START WITH A PILOT

- Small scope – worthwhile investment
- Dry run communication channels:
  - Test Manager
  - Testers
- Get a grip on response times
- Availability of target OS & devices

#4: APPY END

- Testing the same app?
- App distribution – how?
- Resigning mechanism (iOS)
- Can you do update tests?
- Specific Target Groups (A/B/C)
- Specific problematic devices

Resigning?


Xcode File Edit View Find Navigate Editor Product Debug Source Control Window
Do. 3. Dez. 13:49
conjectPM iPhone 6s Plus (9.1)
conjectPM: Ready | Today at
conjectPM
General
Capabilities
Resou
Basic
All
Combined
Levels
Release
Precompiled Headers Cache Path
Build Options
Setting
Build Variants
Compiler for C/C++/Objective-C
Debug Information Format
Embedded Content Contains Swift Code
Enable Bitcode
Enable Testability
Generate Profiling Code
Precompiled Header Uses Files From Build Directory
Require Only App-Extension-Safe API
Scan All Source Files for Includes
Validate Built Product
Code Signing
Setting
Code Signing Entitlements
Code Signing Identity
Debug
Any iOS SDK
Release
Any iOS SDK
Code Signing Resource Rules Path
Other Code Signing Flags
Provisioning Profile
Deployment
Setting
Additional Strip Flags
Alternate Install Group
Alternate Install Owner
Alternate Install Permissions
Alternate Permissions Files
Deployment Location
Deployment Postprocessing
Install Group
Install Owner
Install Permissions
Installation Build Products Location
Installation Directory
OS X Deployment Target
iOS Team Provisioning Profile: com[redacted].dw
iOS Team Provisioning Profile: com[redacted].jablko.nn
iOS Team Provisioning Profile: com[redacted].mail.de
iOS Team Provisioning Profile: com[redacted].realitytwist
iOS Team Provisioning Profile: com[redacted].redbull.rbmc
iOS Team Provisioning Profile: com[redacted].Drawix
iOS Team Provisioning Profile: com[redacted].Openjoin
iOS Team Provisioning Profile: com[redacted].bild.news
iOS Team Provisioning Profile: com[redacted].gli.servicecard
iOS Team Provisioning Profile: com[redacted].immonetsearchipad
iOS Team Provisioning Profile: com[redacted].mybosch
iOS Team Provisioning Profile: com[redacted].rossmann.fotowelt
iOS Team Provisioning Profile: com[redacted].snupps
iOS Team Provisioning Profile: com[redacted].tpn
iOS Team Provisioning Profile: com[redacted].zdf.mediathek.universal
iOS Team Provisioning Profile: com[redacted].appquality.seatpg
iOS Team Provisioning Profile: com[redacted].bosch.measurego
iOS Team Provisioning Profile: com[redacted].cyberport.universal
iOS Team Provisioning Profile: com[redacted].fliegermagazin
iOS Team Provisioning Profile: com[redacted].sbg
iOS Team Provisioning Profile: com[redacted].zainkw
iOS Team Provisioning Profile: com[redacted].bmw.BMW-Product-Essentials
iOS Team Provisioning Profile: com[redacted].fleaescape
iOS Team Provisioning Profile: com[redacted].hu.cubby
iOS Team Provisioning Profile: com[redacted].hu.drops
iOS Team Provisioning Profile: com[redacted].hu.smartmessenger
iOS Team Provisioning Profile: com[redacted].myApp
iOS Team Provisioning Profile: com[redacted].thermomix.iphone
iOS Team Provisioning Profile: de.t[redacted]egiondo.a
iOS Team Provisioning Profile: com[redacted].GISMeasure-Document
iOS Team Provisioning Profile: com[redacted].jablko
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iOS Team Provisioning Profile: com[redacted].wettparty.ogl
iOS Team Provisioning Profile: de.r[redacted]egiondo
iOS Team Provisioning Profile: com[redacted].coca-cola.cokestamps
iOS Team Provisioning Profile: com[redacted].finanzen
iOS Team Provisioning Profile: com[redacted].kabeldeutschland.hotspotfinder
iOS Team Provisioning Profile: com[redacted].zookid
iOS Team Provisioning Profile: com[redacted].berlintn
iOS Team Provisioning Profile: com[redacted].castlabs.DevApp
iOS Team Provisioning Profile: com[redacted].hm.InStoreMode
iOS Team Provisioning Profile: com[redacted].mirena
iOS Team Provisioning Profile: com[redacted].redbull.com
iOS Team Provisioning Profile: de[redacted].unwetter
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iOS Team Provisioning Profile: com[redacted].general.servicecard
iOS Team Provisioning Profile: com[redacted].pinch
iOS Team Provisioning Profile: com[redacted].sanomamedia.nlcafe
iOS Team Provisioning Profile: com[redacted].sdvbanking
iOS Team Provisioning Profile: hu[redacted]elekom.TVGO
iOS Team Provisioning Profile: com[redacted].bild.1414
iOS Team Provisioning Profile: com[redacted].birdflight.crashapp
iOS Team Provisioning Profile: com[redacted].radio538
iOS Team Provisioning Profile: com[redacted].testapnsapp
iOS Team Provisioning Profile: com[redacted].Slideflight
iOS Team Provisioning Profile: com[redacted].de.cortalconsors
iOS Team Provisioning Profile: com[redacted].deutscheboerse
iOS Team Provisioning Profile: com[redacted].eyeball.ugrow
iOS Team Provisioning Profile: com[redacted].hu.ResumeCreator
iOS Team Provisioning Profile: com[redacted].ngsn
iOS Team Provisioning Profile: com[redacted].upjers.nzf
iOS Team Provisioning Profile: com[redacted].vorwerk-robot
iOS Team Provisioning Profile: com[redacted].home24
iOS Team Provisioning Profile: com[redacted].krone.at-sport
iOS Team Provisioning Profile: com[redacted].oekotest
iOS Team Provisioning Profile: com[redacted].omnitest
iOS Team Provisioning Profile: com[redacted].hu.mvmpartner
iOS Team Provisioning Profile: com[redacted].leserauskunft.fotomagazin
iOS Team Provisioning Profile: com[redacted].unitymedia.soforthilfe
iOS Team Provisioning Profile: com[redacted].weltbild.de
iOS Team Provisioning Profile: com[redacted].hu.avsvncchecker
Identity and Type
Project Document
Text Settings
Source Control
Cocoa Touch Class - A Cocoa Touch class
UI Test Case Class - A class implementing a unit test
Unit Test Case Class - A class implementing a unit test
Filter
Macintosh HD
Cleanup

Name conjectPM
Location Absolute
Containing directory
Full Path /U[redacted] Documents/Projekte/conjectPM Mobile/Dev-Branches/CloneTest/pm-mobilex/dist/cordova-app/platforms/ios/conjectPM.xcodeproj

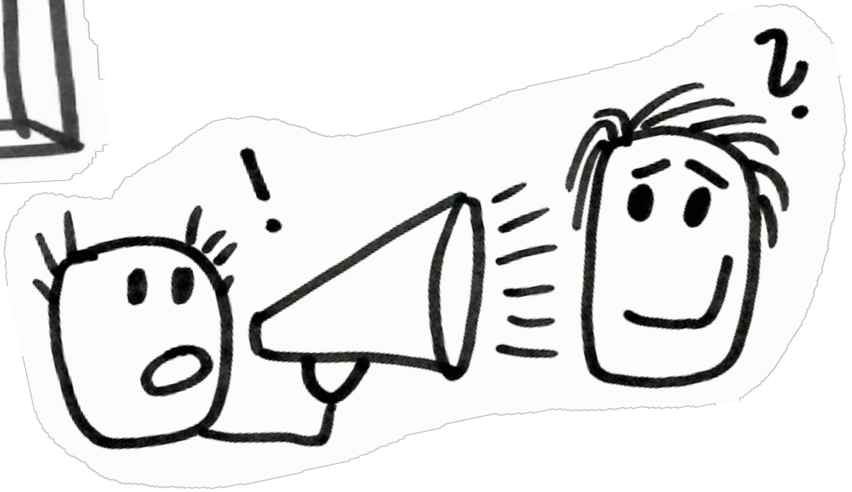
Project Format Xcode 3.2-compatible
Organization
Class Prefix

Indent Using Spaces
Widths 4 Tab 4 Indent
☑ Wrap lines

Repository --
Type --
Current Branch --
Version --
Status No changes
Location

Resigned, with resignation.

#5: COMMUNICATION



- Is it **easy**?
- Feedback cycles: Bug reports, Test Manager & Tester Communication, Tester Feedback
- Retest possible, how fast?
- Bug report quality
- API & JIRA Integration

wrap up

#1: DO YOUR RESEARCH

#2: DO YOUR HOUSEKEEPING

#3: START WITH A PILOT

#4: APPY END

#5: COMMUNICATION

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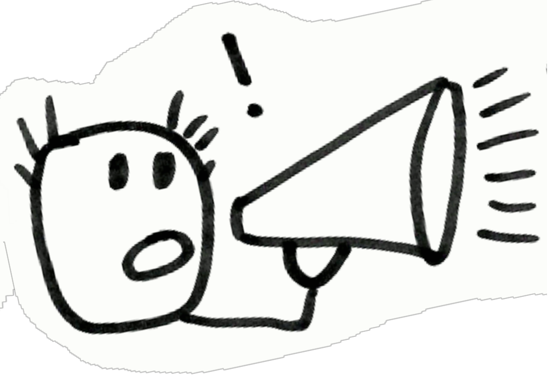
#6: DO YOUR OWN BETA



– **Little control** over what is tested

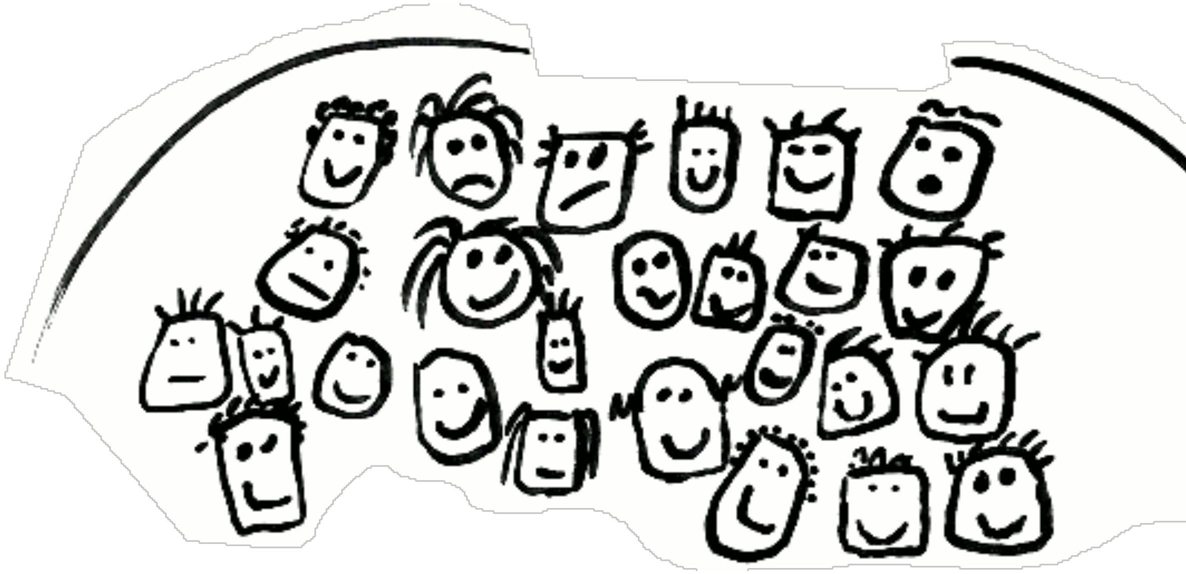
– **Retest** hardly possible

– Gigantic **communication effort**

+ Early & relevant **feedback**

+ Building a **sustainable feedback community**

Why is Crowdtesting ideal for Mobile?



- Real people – represents your product relevant user base
- A real-world device lab: the good, bad & ugly – no emulators or sterile lab conditions
- Access to mobile networks and realistic smartphone/tablet hardware setups

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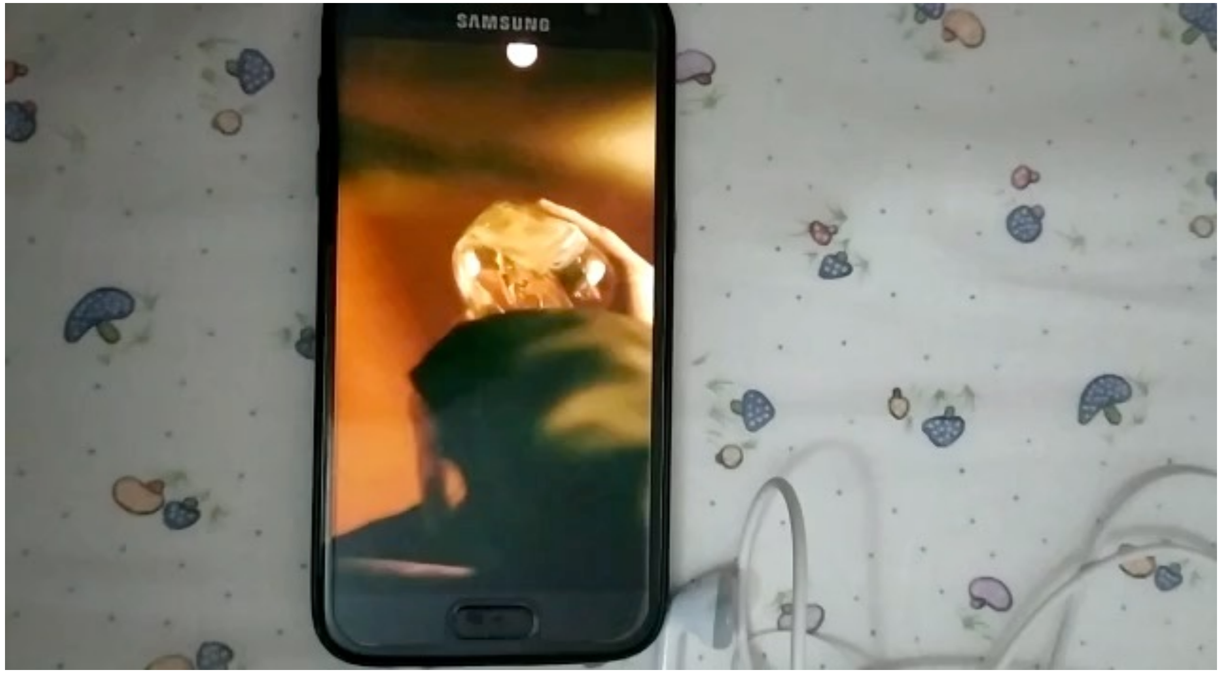
Why is Crowdtesting ideal for Mobile?



Werbung 1 von 1
Zum Werbetreibenden
00:13

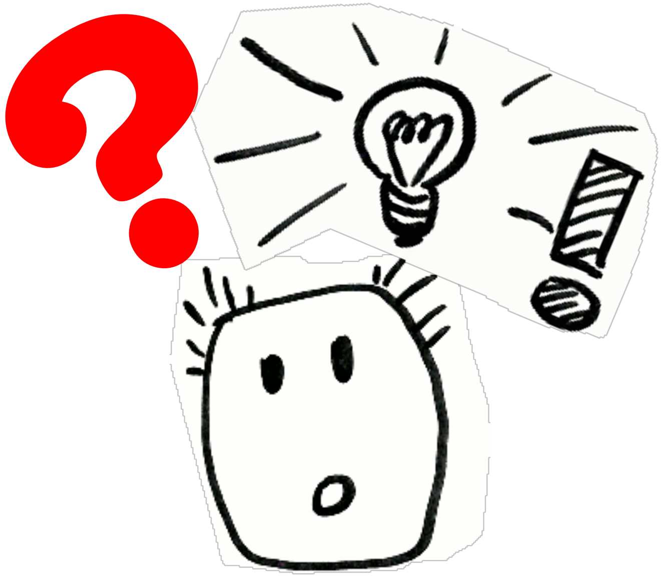
ON A FINAL NOTE:

“Crowdtesting is **only successful** as part of an integrated test strategy.“

Ron Werner, ever since 2012

CROWD TESTING !

Thank you!
Any questions?



✉ ron.werner@cazoo.com
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Reach out,
I‘m happy to help!