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# Crowdtesting Solutions for Apps, Sites and any Digital Products



**POLITECNICO**  
MILANO 1863



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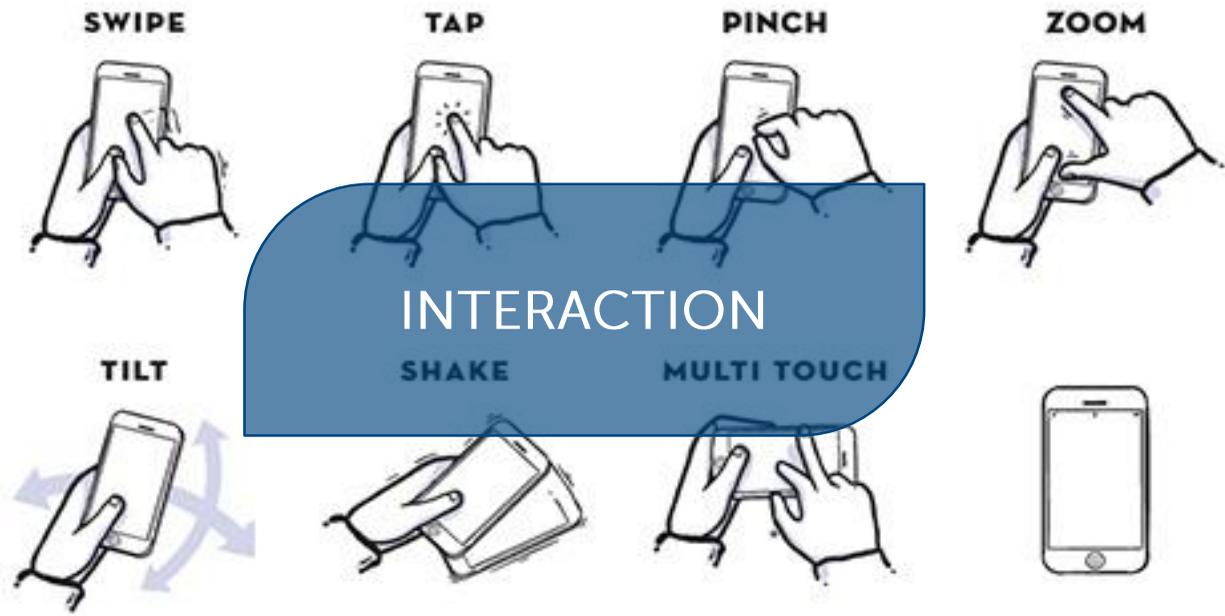
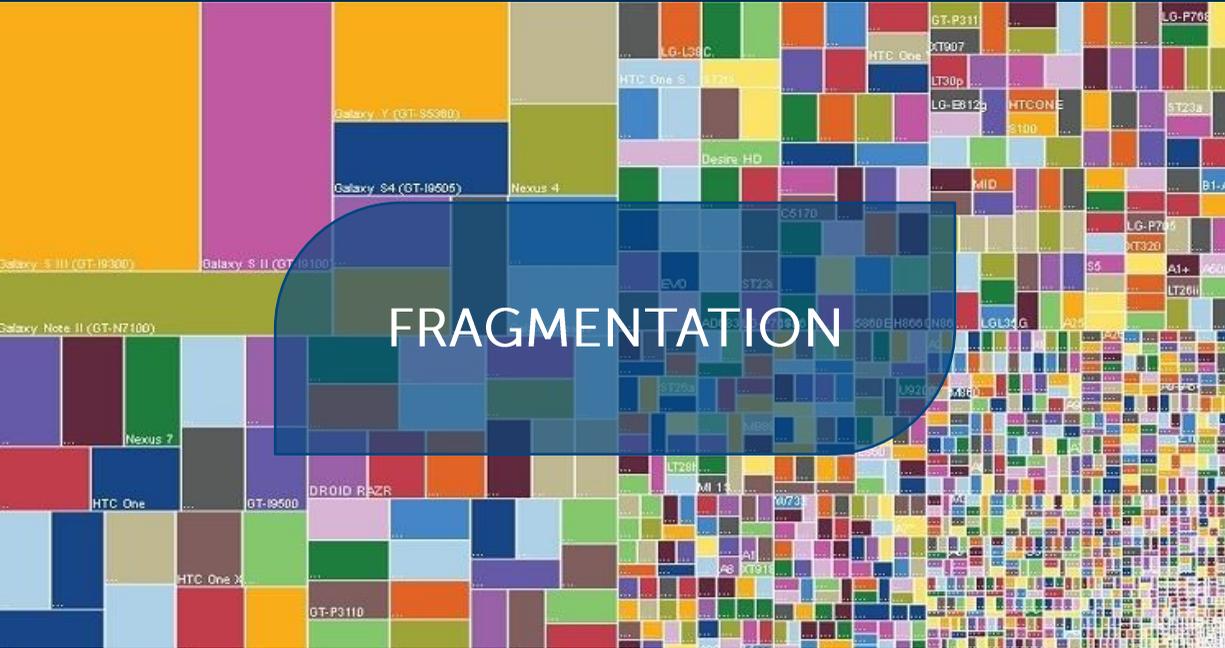
# Crowd Testing Why?

70%

Digital business  
that fails due to  
bad User  
Experience

# DO WE REALLY HAVE ALL THE TOOLS WE NEED?

... to face digital challenges?



# DO WE REALLY KNOW HOW YOUR CUSTOMER USE OUR DIGITAL SERVICES?



# Crowd testing

A professionally managed, geographically distributed group of testers, connected by a cloud based platform

- ❖ We exploit testers connected to our platform with their own devices
- ❖ We can reach a worldwide community of thousands of testers
- ❖ Quicks, reliable, unbiased and committed group of Testers
- ❖ Organizational Blindness, Device diversity, Relevant Testers, Lack of resources
- ❖ On-the-wild testing (out of lab)



 **3**  
Days

To get actionable results

 **- 60%**

Cost saving

 **- 15%**

Reduce Time to Market

65% Men



35% Women

Performed Projects **200+** 

Used devices in testing **6.000+** 

Identified Bugs **100.000+** 

## Functional Testing



## Usability Testing

- ▶ Super Quick Bug Finding and Explorative Testing
- ▶ Geo Testing (Worldwide)
- ▶ TestBook Execution (overtaking the Excel way)
- ▶ Regression Testing to avoid bugs to come back

- ▶ Quick and remote Prototype Testing
- ▶ Usability Review with group of Testers spread Worldwide
- ▶ Apps Benchmarking with final users in the loop
- ▶ Quick Remote Interview

# APPQUALITY = HIGHER SUCCESS RATE.

200+

projects  
tested

6.000+

devices  
tested

100.000+

bugs  
debugged

1.000+

hours  
of video tests



← Demo - Bug Finding (Chat Bot)

25 / 25 Reviewed Bugs 100% 244 / 369 Days till the end 33.88% In time 6 on 6 Selected testers 0 / 25 Bugs in Need Review

**Devices Statistics**

#Bugs by Manufacturer

MACOS ANDROID IOS WINDOWS

**Device Coverage**

13 DEVICES WITH ISSUES

- Asus A55LN Windows 8.1 5 BUGS
- Toshiba Toshiba Satellite L50-B-23T Windows 10 3 BUGS
- Apple iPhone 5 IOS 10.0.2 3 BUGS
- Asus M31AD Windows 10 2 BUGS

Bugs Submitted until now

Filter by Device: All | Filter by Bug Severity: All | Filter by Bug Type: All

ID	Title	Device	Severity	Type	Tester	Date
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Bugs Submissions

2017-01-10 Total Bugs: 21

**Reports**

- BUGS REPORT DOWNLOAD
- DEMO - BUG FINDING CHATBOT SAMPLE SET-UP DOWNLOAD
- DEMO - BUG FINDING CHATBOT SAMPLE RESULTS DOWNLOAD

**Bug Types**

**Bugs Severity**

Usually the bug dispersion is around 40% for low, 40% medium, 15% high and 5% critical.

Hello, would you like to talk about our products?

Bug Parade / D-BFCB3682

D-BFCB2465 by Tester 2 (T3059) Approved  
Use case 2: Esplorazione guida TV - Risultato errato con "On Demand"

D-BFCB2464 by Tester 3 (T3060) Approved  
Risposta ricevuta al terzo tentativo

D-BFCB3693 by Tester 3 (T3060) Approved  
Il chatbot risponde in maniera inappropriata

D-BFCB3681 by Tester 4 (T3061) Approved  
Comandi preferenze canali

D-BFCB3694 by Tester 2 (T3059) Approved  
Informativa trattamento sui dati personali

D-BFCB3687 by Tester 1 (T3058) Approved  
Non risponde a Ricerca canale

D-BFCB3691 by Tester 5 (T3062) Approved  
Ampliare i criteri di match con altre parole chiave

D-BFCB3683 by Tester 4 (T3061) Approved  
Ottimizzare gestione coda comandi BOT

**D-BFCB3682 by Tester 5 (T3062) Approved**  
Il chatbot non riconosce le serie TV in onda in serata

D-BFCB3686 by Tester 1 (T3058) Approved  
Tasto Seleziona Preferenza - Azione non chiara

**DETAILS**

Severity: HIGH

Manufacturer: **Asus**

Model: **A55LN**

OS: **Windows 8.1**

Replicability: **Always**

Type: **Functional**

Test Case: **Not a specific use case**

**DESCRIPTION**

- 1) Chiedi al chatbot informazioni su "Le regole del delitto perfetto" in onda questa sera (10/01/2017)
- 2) Il Chat Bot non riconosce il titolo della serie (che tuttavia risulta in elenco)
- 3) Chiedi al chatbot cosa c'è in programmazione su FOX
- 4) Il Chat Bot ora riconosce il titolo della serie

**EXPECTED RESULT**

Mi aspetterei che il chatbot riconoscesse il titolo della serie "Le regole del delitto perfetto".

**ACTUAL RESULT**

Il chatbot non riconosce i titoli delle serie in programmazione

← Demo - Bug Finding (Website)

24 / 24 Reviewed Bugs 100% 292 / 368 Days till the end 20.65% In time 6 on 6 Selected testers 0 / 24 Bugs in Need Review

**Bugs Submitted until now**

Filter by Device: All | Filter by Bug Severity: All | Filter by Bug Type: All

ID	Title	Device	Severity	Type	Tester	Date
D-BFW2589	Errore ordinamento di ricerca	Hp Dv6 6c80e1 (Windows 10)	MEDIUM	Functional	Tester 1 (T3058)	2017/02/22 18:14:34
D-BFW2620	Sottotitoli non udenti non funzionante	Apple MacBook Air 13 (MacOS 10.11 (El Capitan))	MEDIUM	Malfunction	Tester 4 (T3061)	2017/02/23 14:35:59
D-BFW2630	Ricerca con caratteri accentati	Apple MacBook Air 13 (MacOS 10.11 (El Capitan))	MEDIUM	Malfunction	Tester 3 (T3060)	2017/02/23 14:51:50
D-BFW2687	Cambio città Widget METEO non funziona	Acer Aspire E 17 (Windows 10)	HIGH	Graphic	Tester 2 (T3059)	2017/02/24 08:41:59

**Devices Statistics**

#Bugs by Manufacturer

WINDOWS MACOS ANDROID IOS

**Reports**

- BUGS REPORT DOWNLOAD
- DEMO - BUG FINDING WEBSITE SAMPLE SET-UP DOWNLOAD

## Reduce Time to Market

Test cycles performed in few days,  
no lags, no more delays



## Resolve fragmentation

multi-devices  
multi-technologies  
multi-OSs

## Reduce Development Costs

Costs saving, defects identified  
during the development process,  
lower number of testers required



## Bug identified by real users

Off-lab approach, test performed  
directly to the final user to optimize  
the UX

## Dedicated Quality Leader (PM)

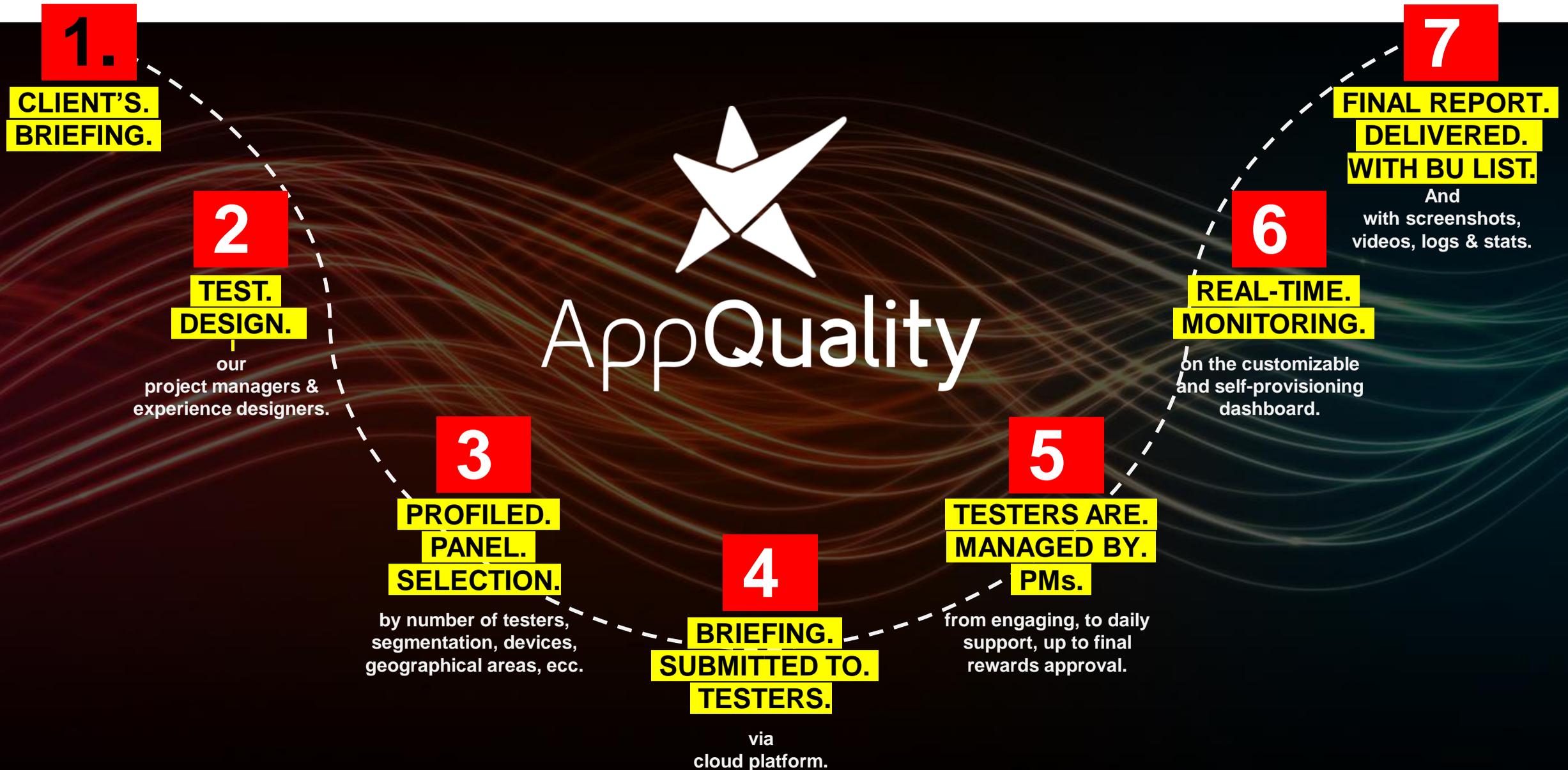
A dedicated project manager, very  
high efficiency in every test phase,  
perfect alignment with the  
development team



## Third-part certification

Certified processes for every  
campaigns, committed-driven and  
fresh-eyes approach, external team  
not influenced and test-oriented

# HERE IS OUR TYPICAL **WORKFLOW**





## *Crowdtesting Solutions for Apps, Sites and any Digital Products*

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*"AppQuality allows our mobile engineering team to stay focused on software."*

Senior Engineer  
Banzai



*"We're using AppQuality in all phases of our product life cycle and we're finding new ways of increasing productivity and innovation."*

QA Engineer  
Banco Popolare

