

# Case Study: Village Roadshow Crowdsourced Testing

## Enabling Paper Planes' website to take off in record time

### Executive Summary

#### Application Type

- Promotional website

#### Test Types

- Functional Exploratory testing
- Cross Browser / Cross Device / Compatibility testing

#### Key Results

- Ramped up to 163 testers in less than six hours
- 130 defects supplied to the client 18 hours after taking the brief
- Total duration: Entire test cycle and reporting completed in five days
- Coverage: 24 different device/browser/ OS combinations
- 155 valid defects found and fixed before deployment

#### Service Delivery Model

- Managed Service: A Professional Test Manager managed the crowd, validated defects and prepared deliverables

#### Deliverables

- Defect Log (reviewed, validated, duplicates removed)
- Test Summary Report
- All defects professionally described with screenshots/video, frequency, severity, etc.

### Background

Five days before launching a national advertising campaign for the Australian kids' movie Paper Planes, Village Roadshow discovered its third-party vendor had not tested the movie's website adequately. With the website supporting several games and other rich media features, Village Roadshow required an urgent exploratory test cycle to pinpoint as many defects as possible in the shortest possible time. With the vendor standing by to fix any defects found, Village required an exceptionally fast turnaround to draft requirements, and to engage a large number of professional testers using a wide range of required browsers and devices.

**130** defects found within 18 hours of taking the brief

**163** professional testers engaged within six hours



## Our Solution

Within five hours of taking the brief, our business manager received approval from Village Roadshow for all our scoping documentation. Over the next six hours we used our cloud platform to engage and brief 163 professional testers, based around the world.

By 9am the next morning, and 18 hours after taking the brief, we supplied Village Roadshow with a still-to-be-validated defect log with 130 defects. With this information in hand, Village Roadshow could brief their third-party vendor – and fixing the Paper Planes website could begin immediately.

Our team of testers continued scrutinising the website's behaviour on various Android and iOS mobile and tablet browsers, and on multiple versions of the most popular desktop browsers. Our cloud platform was also used to engage and brief our defect validation team. In less than 24 hours, our validated defect log detailing 155 defects was available for the client – six of these defects were classified as Severity 1 'show stopper' defects.

High-throughput of defects to client during test cycle

## Client Response

Village Roadshow could not believe the number of defects they received 18 hours after briefing crowdsprint. With 130 defects – professionally detailed and described with screenshots, pathways and videos, etc. – they could brief their third-party vendor about how to ensure that critical defects and usability issues were fixed before the website went live a few days later.

To summarise: we gave Village Roadshow comprehensive test coverage, and an extremely fast turnaround. This enabled them to meet a critical deadline for promoting their major Australian movie, Paper Planes.