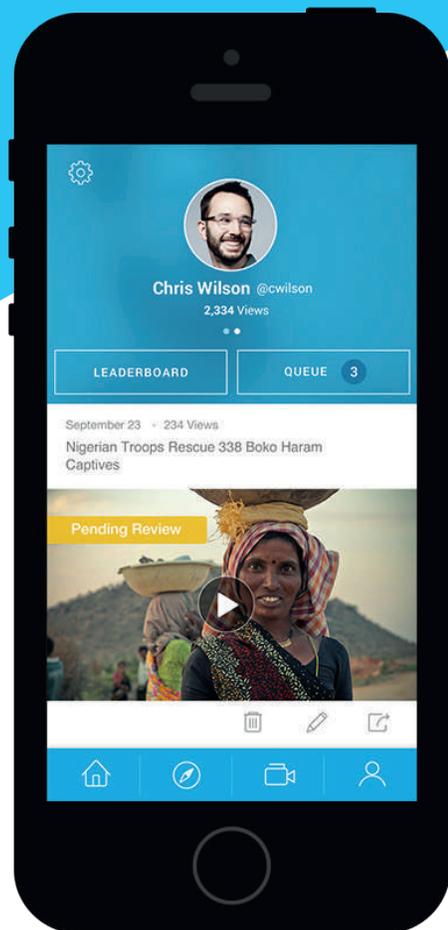
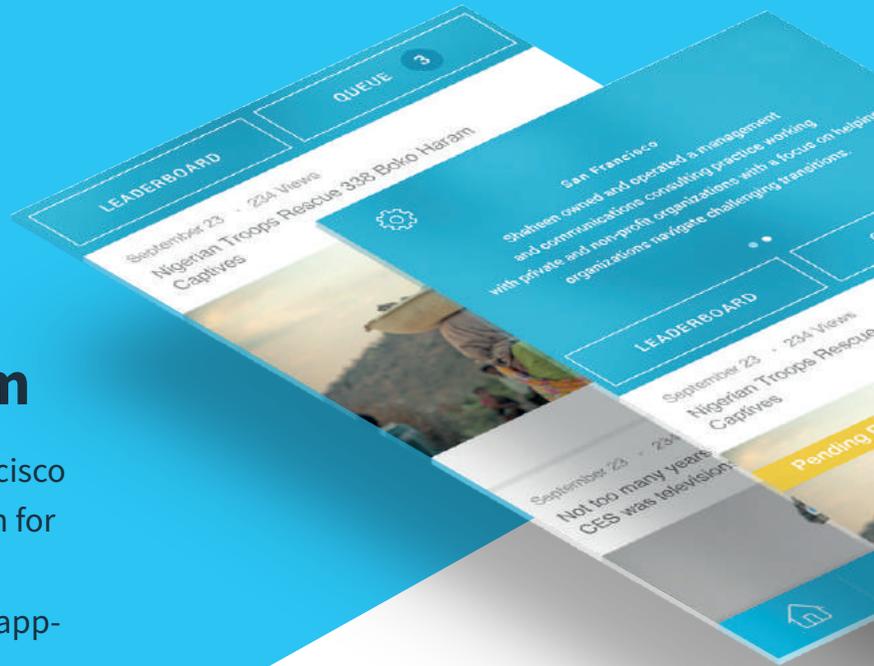




TOUT Case Study Mobile Video Platform

Tout is a video platform based in San Francisco that powers high-quality video syndication for news, sports, and entertainment brands. Publishers and reporters use their mobile applications to provide real-time mobile video.



Real-World Mobile Video

Tout's mobile applications must work in the field under a diverse set of circumstances. Journalists all over the world use Tout's apps to record and send video to news organizations, which means they must function for a huge variety of devices, locations, and data connectivity situations. Their iOS & Android app team is small, agile, and needs on-demand testing in real-world circumstances to complement in-house QA. Tout QA engineer, Derk Pippin, emphasizes their need for testing beyond emulators and device lab environments.

“We have to do real-world testing for our app because we’re really dealing with real-world scenarios. We’re a video solutions company for companies that are out in the world..”

If we mess up that reporter’s day one time, they will never forget us.”

– Derk Pippin, Tout QA Engineer

The Test-Off

After unsatisfactory experiences with their previous QA services, Carl Rivas, Tout's QA director, began exploring new options. He narrowed the field down to test IO and a testing agency, to do a side-by-side comparison for a few months — a test-off.

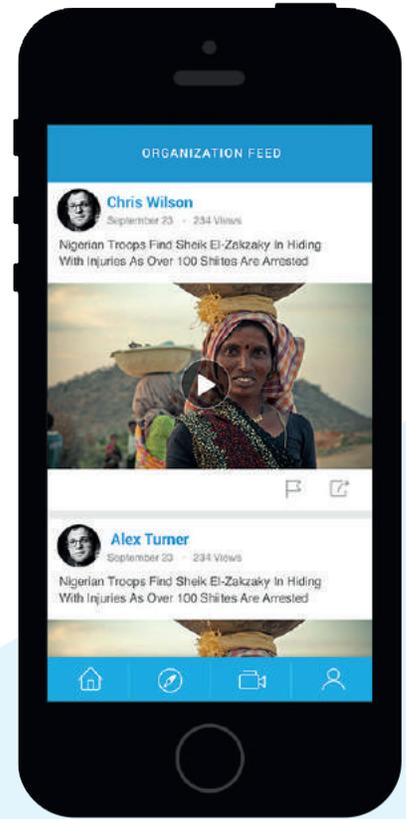
For the testing agency, Carl and his team wrote detailed testing guidelines and scripts. They had to pay extra for each additional device they wanted their app to be tested on, and the entire setup process was lengthy, including a lot of back-and-forth with the agency.

On the test IO side, Carl worked with a test IO project manager to set up testing projects for Android and iOS, with a basic description of the apps and their features. Every time Carl wanted to run a test with the agency, he'd email them, they'd kick off a test cycle, run through all of the scenarios he'd created, and get a report back.

For test IO, he logged in and started a test.

Though he intended to run the comparison for a few months, Carl quickly noticed that the agency did not report many issues, whereas he was getting a lot of useful reports from test IO.

“Right off the bat, we were getting great bugs out of the crowdtesters.”
– Carl Rivas, Tout QA Director



100%
releases tested



0
phone-related issues



68%
smaller in-house
device library

Crowdtesting Green Light

Since Tout has been using test IO, they've reduced their device library from 50 devices to 16 (4 iOS & 12 Android) without sacrificing coverage. They no longer get reports saying, "I have this phone, the app doesn't work for me."

test IO has become an integral part of Tout's mobile development process. They release new builds every 3-4 weeks, and every single build goes through a test IO testing cycle before it is released to users.

“test IO is part of our process. Our final build must go through it. If our developers make a change, we submit it for one last pass. If test IO doesn't find anything new, that's a green light.”
– Derk Pippin, Tout QA Engineer

test IO

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