test IO

test IO for: Product Managers

As a **Product Manager**, you are the voice of the customer. In recent years, there has been a greater focus on user experience (UX), so worrying about UX isn't just your job anymore — it's everyone's focus. But what if that isn't actually the case for you yet? What if it's still just on you to worry about whether or not your product is ready to be released? Well, you certainly don't want to release a flawed product, because it will cost you. In 2017, Tricentis estimated that 1.7 trillion US dollars was lost due to software failures. The last thing you want is to be included in that statistic because there wasn't enough time or opinions put into your product's UX and functionality.

As a Product Manager, you want your users to answer: Yes. Yes. Yes. But the question for you is, how do you get those yeses time and again? The answer: software testing.

Let's consider UX. In his Adobe Blog "What You Should Know about User Experience," Nick Babich highlights how your users will be evaluating your product. According to Babich, users will inherently be asking themselves:

- Does this product give me value?
- Is it easy to use?
- Is it pleasant to use?

Instead of testing, you could release your product to the market and hope for the best. You can simply wait and see what users think. But that's tremendously risky, and in the case of apps, you might start accumulating negative reviews. And while software developers will take care of most critical bugs — hopefully before they reach users — some might still slip through the cracks.

Even little issues can build up. In "4 Ways Minor Bugs Can Lead to Real Business problems," Amy Reichert says, "It's important to fix annoying defects, especially those that make the application and the business look bad." Even something as simple as a spelling error can damage your brand reputation on social media platforms and make users second-guess the value of using your product.

Perhaps your developers and QA team have performed usability testing on your product themselves.

Is usability and UX feedback from people who know how your product should work and who might want simply to say what developers want to hear your best bet? Probably not. Following a "happy path" and internal cognitive biases can affect the authenticity of feedback. A better approach is to have real people with real devices — apart from your own team — provide real, honest feedback. This is the premise of crowdtesting.

test IO is a global leader in crowdtesting services. We employ thousands of testers from around the globe who can perform a vast array of tests on your product and provide your company with the usability feedback you need to keep your users satisfied. You can even select testers who closely resemble your target audience, making their feedback particularly relevant and meaningful.

Instead of making a risky move and releasing a flawed product that your actual users might reject, our crowd-testers can answer those three UX questions presented by Babich, all while finding bugs, flaws, and defects that could negatively impact your bottom-line and affect how users interact with your product.

test IO can become a seamless part of your software development life cycle, and since we don't view testing as something that should just be performed once — especially in an age of shorter, continuous release cadences — we offer unlimited testing that can be performed on an on-demand basis. It takes mere minutes to initiate a test from our testing platform, and the results will be available before you can finish writing out a test case.

If you're ready to learn more about how crowdtesting can support you as a Product Manager and give you critical feedback and insights into UX and the usability of your product, request a demo today.

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