



Introducing TestGuide

test IO's proven method for implementing crowdtesting fluidly into development workflows



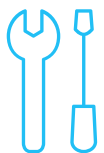
Which tests to run



Which devices to choose



Optimal testing cadence



How to integrate into existing tools

test IO's **TestGuide** is a methodology for integrating crowdtesting into a team's software release process to create optimal business results. It grew organically from best practices and data derived from hundreds of successful engagements with customers. Using TestGuide, our Customer Success Team creates an implementation plan and roadmap for your evolving testing efforts. Since every product and team is unique — QA setup, development workflow, degree of automation, available personnel, and speed of changes — we help you understand how crowdtesting can best fit and adapt to the specific needs and characteristics of your team.

After you've satisfied basic testing needs, you may want to run more advanced tests, like persona or interaction-based testing. This is where we use TestGuide to help us evolve to those changing needs. We're not just in the business of finding bugs; we're your expert advisors for optimizing the efficiency and efficacy of your entire human-driven software testing operation.

The Right Type of Testing For You

test IO offers different types of tests for different situations. But software teams under pressure to ship don't always run the most appropriate test prior to release, or they simply may not be aware of the optimal test to run in a given situation. We can help to specify and monitor testing in temporary, staging, or production environments as needed. Maybe you're focused on a specific user flow, such as payments, with the goal of ensuring a successful customer checkout, or maybe you're looking to achieve interaction testing between apps, where users test on two different apps interacting at the same time; we can guide you to find the best fit.

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Optimal Testing Cadence

Which test to run is only the first part of the equation; when to run it is just as important. Matching your testing and release rhythm has proven hugely successful for many customers. We can help you find the best times to test based upon your particular needs, whether that be over the weekend so that your team can triage bugs on Monday before a recurring production release on Tuesdays, or a scheduled sanity test in production to make sure repeated pushes from a fast-moving team haven't caused a problem that slipped through your automated checks. What if your development team does a pull request and needs fresh eyes on the product within the same day? Or, maybe you simply want weekly, biweekly, and monthly “feel-good” tests



that keep your team abreast of issues in a branch of your code that's not ready for release?

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Which Devices to Choose

While it may seem completely intuitive to test only the commonest devices in your customer base, there are times when this isn't appropriate. For example, some devices are more prone to bugs than others, so if you care about those customers you want to protect their user experience; other devices are globally rare but locally common, which might impact your perceptions in particular markets. Moreover, for customers moving into new markets, we've helped navigate this process through the internationalization of devices, browsers, and system architecture.

How to Integrate into Existing Tools

We don't want you to have to rethink your workflow when partnering with us, so we work around yours. We integrate into the tools you're most comfortable with, such as Jira and Slack, so that you don't miss a beat. We help you find the blind spots between the various forms of automated and internal testing you already have in place. Moreover, this integration extends past tools to the organization, working with internal teams to grow and scale their own efforts, supporting internal leads with upward trajectories.

How?

1. First, our integration experts analyze the status quo of your development and testing processes: existing QA workflow, applied development methodologies, tools in place, and team structure.
2. Next, working alongside you and your team, we define, refine, and redefine your QA objectives for every product you have to see how crowdtesting can best support your specific needs.
3. Then, based on collected data points and reformulated QA objectives, our integration experts develop a customized strategy that makes it easy for you to integrate crowdtesting into your workflow. The strategy entails recommendations on which test types to run, what your testing cadence should be, which devices to test on, how to integrate into your existing tools, and how to modify your testing processes over time.