





**Company size:** Mature  
(over 5000 employees)

**Company HQ:** Tempe, AZ (over 140  
dealerships in 27 U.S. states)

**Testing type:** Functional & Usability

**App type:** Mobile web

## About DriveTime

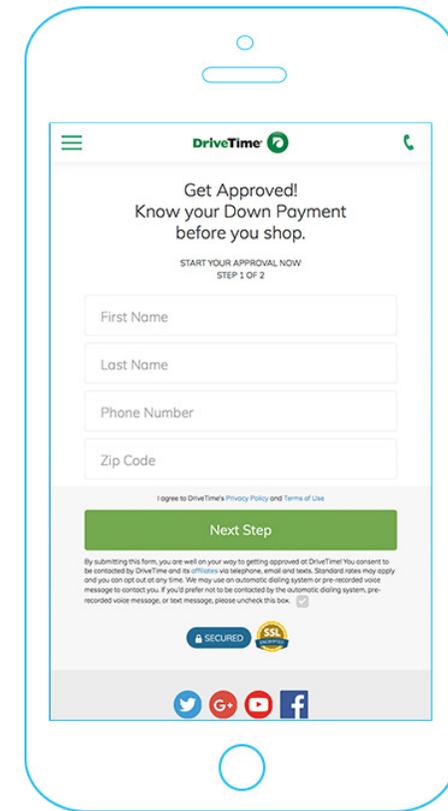
DriveTime is the second largest vehicle retailer in the United States focused solely on used vehicles. With 145 dealerships in 27 states, DriveTime has 1.2 million visitors monthly to its website, drivetime.com, and over \$2 billion each month in consumer requested credit. DriveTime has distinguished itself with ambitious use of analytics and technology.

For this case study, we spoke with Don Irwin, Head of Retail and Marketing Application Development at DriveTime. He oversees website development and worked with test IO's integration engineers on connecting DriveTime's development workflow with the crowdtesting platform.

*"I really wanted a partner that could bring more hands onto the site, and test IO fit that perfectly."*

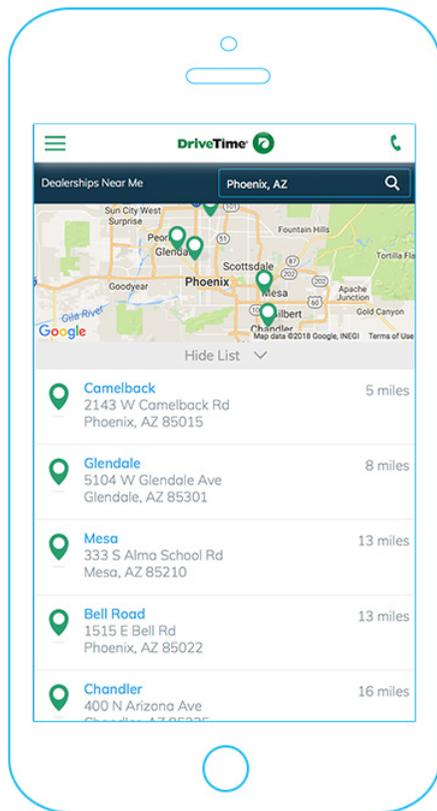
## Website relaunch while implementing continuous integration

At the beginning of 2016, the marketing operations team at DriveTime began one of their most ambitious projects: rewriting their mobile website while also implementing continuous integration. As the proportion of mobile traffic grew, exceeding 50% in 2016, DriveTime knew it was necessary to bring their website up to snuff for mobile visitors. At the same time, the web development process was changing to respond more quickly to business needs and to bring the team into line with best practices.



Three development teams were involved in the website, roughly divided into frontend, backend, and features. Don Irwin, Head of Retail and Marketing Application Development, wanted to be able to trigger rapid, exploratory tests anytime a team released into the test environment, giving teams the opportunity to catch any issues before pushing to production. At launch, DriveTime averaged 60000 daily users on the site.

*“Having a flexible release pipeline and the ability to launch these tests on demand either from the API or the web platform is just fantastic.”*



## On-demand testing integrated via API

DriveTime uses Microsoft’s Visual Studio Team Services to manage their builds and release pipeline. To connect this workflow with test IO’s crowdtesting platform, Don Irwin worked together with Fabien Garcia, an integration engineer, to use test IO’s API to trigger three types of exploratory tests. They established the parameters for the tests, including test types, length, the goals of the tests, and the devices and testing environment parameters.

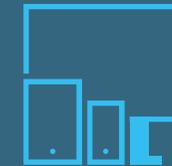
These three tests covered vehicle search and detail, dealership and details, and lead generation forms. Using the API to initiate exploratory tests gives each individual team full control over the testing process. Based on the changes being integrated into the newest build, DriveTime’s QA analysts in each team decide which tests to run.

DriveTime primarily used rapid tests and automatically exported bug reports to Github, where they prioritized and streamlined the issues test IO’s crowdtesters reported. By using rapid tests and bug exports, the development teams were able to get results from within hours of a new release candidate.



## Speed Up Iteration

Unblock the QA bottleneck with an army of graded testers, and allow for faster deployment by letting developers focus on development.



## Test On Real Devices

Make sure your software works under real-world conditions. Check apps and websites on a vast variety of everyday devices, 24/7.



## Discover Critical Bugs

Let our professional human testers find bugs no autoamted test would find.

# “It’s given our QAs a lot of breathing room.”

According to Don Irwin, having on-demand crowdtesters has taken the pressure off of his in-house quality assurance team. They’re able to focus on automated testing for new features while test IO provides software professionals to handle the bulk of manual testing. This is particularly useful in covering the wide array of devices, in particular older devices, that DriveTime’s website needs to function on.

*“The testers helped us make sure that the new platform would roll out into multiple devices and older devices.”*

The ability to scale up testing, as during the week of the website’s launch, has also been indispensable to DriveTime’s development teams. That week, while they were rebuilding 20-30 times a day, test IO’s on-demand testing was flexible and fast enough to keep up with the rapid release, delivering results within hours. In less stressful times, Don also appreciated the ability to walk away on Friday and get two days of testing done.

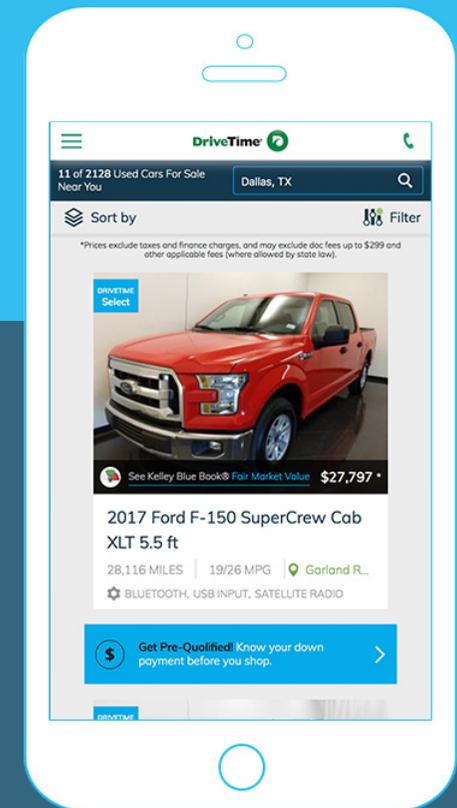
## About test IO

test IO helps software teams ship high-quality software faster.

As a global leader in software crowdtesting, we speed up fast-moving software development teams with a platform for on-demand QA testing throughout the entire development cycle. Test setup takes just minutes, and we dynamically allocate human testers in real-world conditions to fit your specific testing needs. No more QA bottlenecks at the end of your sprints -- test IO makes software teams both faster, and more flexible.

Our community of tens of thousands of professional QA testers ensures on-demand availability when you need testing, and guarantees coverage across all the devices, operating systems, regions and languages that matter to you. Test results are delivered in as little as an hour within the development tools you already have in place, or via web app.

Founded in Berlin in 2011, test IO is headquartered in San Francisco, and is the trusted testing partner of leading companies such as Lonely Planet, Barneys New York, SoundCloud, Headspace, and Carnival Cruise Line.



# test IO

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