



# test IO

## test IO for: QA Managers

As a **QA Manager**, you and your team are the last line of defense for ensuring that the product you release is of the highest quality possible. Does that mean it will be perfect? Probably not. But in recent years, with an increased focus on agility and shorter delivery cycles, the chance that bugs and defects are slipping through the cracks has increased. There is no doubt you are feeling the pressure. How can you manage your tests, testers, and testing devices; avoid schedule-busting bottlenecks; maintain open lines of communication with developers; and help deliver a high quality product all at the same time? Crowdfunding can help.

Automated tests can't find hidden issues that your developers may not even be considering. Automated tests can't tell you if your interface is pleasing to users or if there is a spelling mistake. These are flaws that are best detected by the human eye.

There's a possibility that your developers have already integrated some automated tests into their software development processes. Automated testing can go pretty far in detecting bugs. But performing automated tests can require additional time and money since developers have to write the testing code and framework. There are also other negative aspects of solely performing automated tests on your product. Automated tests can't find hidden issues that your developers may not even be considering.

What about manual testing? If some flaws are best observed by testers who are willing to explore, albeit maybe stricken by cognitive biases, why not just rely on manual testing? **Manual testing** has gotten a bad rap in recent years for a few reasons.

Those bottlenecks mentioned before? Manual tests can be a major contributor to the them:

- Performing manual testing in-house and providing feedback to developers takes time
- As the QA Manager, you must have an actual team ready to perform the testing
- You have to acquire an array of devices to test on

And let's face it—not every user is going to be interacting with your software on the latest iPhone or Android. You should want a vast majority of your potential users to have a positive experience with your software even if they are using a slightly older device. If your software has bugs, freezes, or other defects, these customers will move on — taking their time and money with them.

## Today's users are impatient and have high expectations for quality.

How can you provide the full test coverage needed? With the [crowdtesting](#) solutions offered by test IO.

test IO's testing services provide the best of both testing worlds--automated and manual. Our testing services function as a form of automated manual testing. They include access to our agile testing platform, where you can initiate a test within minutes, calling upon thousands of qualified testers who can perform the tests you need on-demand. This type of speed and efficiency eliminates those bottlenecks associated with manual testing while providing QA teams and developers with detailed bug reports, usability feedback, and more.

Our crowdtesters are located around the world, and you can choose testers based not just on their backgrounds but also on which devices they use.

One of test IO's clients, [Jeremy Back, staff QA Engineer for BuzzFeed](#), says, "Bugs are being found that, while we could find them, would take us 48-72 hours to find them in our regressions suite, where test IO is finding them in less than 24 hours."

Of course, you and your testers might be concerned that utilizing a testing service would put you out of jobs. That's not the case. With time freed up from managing the more tedious aspects of testing, your team can work more closely with developers and narrow its focus to improving specific aspects and features of the software and determining which types of tests to run.

A focus on speed should not mean sacrificing quality. With all the aspects of QA to manage, wouldn't it be nice to have the support of thousands of expert testers at your fingertips? Take part in a [demo](#) now to see how crowdtesting can improve your operations and keep users satisfied at the same time.