

1Cast: Mobile App Testing Made Easy (OK, easier)



Testing Projects @ a Glance

- Testers: 150 (all from US and Canada)
- Testing Type: Functional, Usability
- App type: Mobile
- Devices: iPhone, Android
- Carriers: AT&T, Verizon, etc.

Customer Spotlight

- Location: Seattle, WA
- Industry: Mobile News Videos
- Company Size: 9 employees; QA manager (no testers)
- Methodology: Agile; SCRUM

“Mobile applications come with their own unique set of challenges,” said Travis McElfresh, VP of Technology at [1Cast](#), a Seattle start-up delivering news videos to mobile devices. “Between Wi-Fi, 3G, Edge and all their different behaviors, there are so many angles you have to cover.” Knowing this, Travis realized that his mobile app would require testing by dedicated QA professionals.

At the same time, he understood that assembling an in-house QA team was unrealistic, especially for a start-up in the mobile space. And like any good leader, Travis was hesitant to relinquish control of the testing process to an outsourcing firm. Seeking an alternative to the status quo, Travis caught wind of crowdsourced QA in January of 2009, and signed up to uTest.

With [uTest](#), Travis found that he could cover nearly every angle of the testing process without losing control through outsourcing. Instead, he opened up his release to the uTest community and specified the type of devices he needed tested. Within days (48 hours to be exact) Travis was able to view and approve dozens of bugs. So impressed was 1Cast, they would ultimately test nine more releases in the next three months.

In their own words...

On crowd testing:

“We’d heard about getting bug reports back in 48 hours with crowdsourcing, but until you see it actually happen, it can be hard to envision. We were very impressed with the process.”

On mobile app complexity:

“Mobile app testing has become so complicated that even a company as large as Microsoft couldn’t really cover every angle. But with uTest, we get substantial mobile testing coverage for a fraction of the cost.”

On QA costs:

“I needed a solution that would scale, and being a start-up, I needed something that could keep the cost down. uTest made perfect sense.”

- Travis McElfresh
VP of Technology at 1Cast