

IMinent: Test For Your Customer Base



When you produce “cool stuff for messenger addicts”, your product should have mass appeal. **IMinent** – a provider of value-added services for IM enthusiasts – wanted to ensure just that, but in order to make it happen, they needed to find testers with the experience, language skills and geographic locations of their customer base.

Testing Projects @ a Glance

- Testers: 250 – 300 per release
- Testing Type: Usability
- App Type: Desktop
- OS: Windows
- Browsers: Multiple

Since his internal team couldn't provide the coverage he was looking for (after all, how many in-house teams speak fluent English, Dutch, Spanish, French *and* Italian?) QA Manager Cosma Dinca searched for a realistic alternative.

In April of 2008, he found it in the form of **uTest** - a global community of software testers.

Customer Spotlight

- Location: Paris, France
- Industry: Instant Messaging Tools
- Company Size: 30+ employees; QA manager; 3-5 testers
- Methodology: Agile

Days after signing up as a uTest customer, IMinent opened its release to more than 250 QA professionals from around the world and started in on a blend of regression, feature and usability testing.

As feature requests from the uTest community guide development, IMinent has newfound confidence in the usability and functionality of their IM applications. Continuing to help messenger addicts get their fix, the company says it will keep using uTest to assure world-class quality.

In their own words...

On augmenting in-house QA:

“We tried to create the platforms ourselves, but our in-house team - as talented as they are - couldn't possibly simulate all of these systems. We needed something bigger.”

On real-world testing coverage:

“For us, it was extremely important to have our app tested by people who matched our user base and could give us valuable feedback. uTest made this possible.”

On calling the shots:

“I specified the exact type of testing I needed, approved the bugs myself and moved on to the next release. I was in control the entire time.”

- Cosma Dinca
QA Manager, IMinent