

Internet Brands: “Just in Time” Software Testing



As a leading online media company, [Internet Brands](#) operates 150+ community and e-commerce websites, attracting more than 49 million visitors per month for a total of 800 million unique page views. After searching for a cost-effective way to increase testing coverage, Internet Brands discovered [uTest](#) - performed their due diligence - and signed up as a customer in early 2009.

Testing Projects @ a Glance

- Testers: 50-100 per release
- Testing Type: Functional
- Browsers: All major browsers
- App Type: Web / Desktop
- Browser & OS: All major versions

Being an agile development shop – “Our average cycle is usually less than a week,” said QA Manager Allen Lin – Internet Brands needed the ability to locate testers in specific regions for assignments on extremely short notice. Since he oversees the QA process for all of the company’s sites, Allen also needed the ability to temporarily supplement existing in-house QA resources by dynamically allocating testing coverage to various projects. For those reasons, he said, uTest made perfect sense.

Customer Spotlight

- Location: El Segundo, CA
- Industry: Web Properties
- Company Size: Publicly traded (600 employees)
- Methodology: Agile; weekly sprints

Speaking of cents, Allen was fully aware of the costs. So when he called on uTest to provide basic functional testing on new websites and major releases, he freed up the company’s in-house resources for test case creation, advanced testing tasks, and scripting for automated test tools.

In fact, Allen figured out that in less than 12 hours, the uTest community could perform GUI testing that would take a single staff member an entire week for roughly the same cost. Suffice to say, Internet Brands continues to use uTest for what they call “just in time” software testing.

In their own words...

On global testing coverage:

“With uTest, we were able to test projects targeted towards specific regions and countries. We’ve been very pleased with the testing coverage uTest has provided us.”

On augmenting in-house resources:

“Our uTest project manager was very responsive. She spent a lot of time helping us find testers, document the known bugs and making sure the testers were all on the same page. She was very helpful.”

On uTest expectations:

“We were immediately intrigued by the concept of uTest. Once we signed up and ran a few releases, we were more than happy to continue the experiment. It’s worked out well for us.”

- Allen Lin
QA Manager at Internet Brands