

Move Networks: Crowdsourced Usability Testing



Testing Projects @ a Glance

- Testers: 100 – 400 per release
- Testing Type: Usability
- App Type: Web
- Browsers: IE, Firefox, Safari
- OS: Windows, Mac

Customer Spotlight

- Location: American Fork, Utah
- Industry: Hi-def online video
- Company Size: 100 employees; in-house QA team
- Methodology: Waterfall

Peter Clegg saw a strong correlation between video quality and longer viewing times. As the Director of Product Management for [Move Networks](#) – a start-up that streams high-quality video with no buffering – it was his responsibility to prove the theory through usability testing. Regarding online video, he explained, “close enough” is never good enough, and so he needed to test across multiple platforms, environments, locations and ISPs – and he needed it done quickly.

But with a minimal QA team and budget, Peter had all but conceded in finding a reasonable solution to his testing dilemma. He could have spent money on a high-priced consumer focus group; he could have started a long and frustrating search for reliable beta testers, or he could have simply thrown his hands up in the air and said “close enough” – but he’s smarter than that.

A word-of-mouth reference led Peter to sign on with [uTest](#) in April of 2008, at which point he discovered how to run complete usability tests and competitive benchmarking for a fraction of the time, cost and effort associated with traditional methods. Having affirmed its market research (while finding some valuable bugs along the way) Move Networks now has total confidence in its competitive advantage.

In their own words...

On uTest’s efficiency:

“In less than a week we had picked almost 400 testers and ran complete usability tests with users all over the world. If there’s an easier way to get this done, I’d love to hear it.”

On crowdsourcing vs. outsourcing:

“uTest provided us with much better OS and browser coverage and they did it in a much shorter timeframe than an outsourcing firm could offer.”

On real-world testing:

“We really needed to determine how our product stacked up against the competition, and so we needed a tester base that mirrored our customers. uTest enabled us to do this with a few clicks.”

- Peter Clegg
Director of PM at Move Networks