

OwnerIQ: Universal Testing Coverage (with no QA team!)



Testing Projects @ a Glance

- **Testers:** 75 (All from US and Canada)
- **Testing Type:** Exploratory, Functional
- **Browsers:** Across all types and versions (IE, FF, Chrome, Safari, etc.)
- **App Type:** Web

Customer Spotlight

- **Location:** Boston, Massachusetts
- **Industry:** Consumer Product Data
- **Company Size:** 20 employees; 5 developers; no QA personnel
- **Methodology:** Agile; bi-weekly sprints

“There are very few people who search for a product manual who don’t own that product.” That’s the idea behind [OwnerIQ](#) – an online network that helps consumers locate manuals for everyday products, and helps marketers with a strategy called “Ownership Targeting.” When it was time to turn this idea into a reality in July 2008, Michael Keohane was brought on board as VP of Software Engineering. He was put in charge of the running the development team, as well as the QA team. There was just one problem: He was the QA team.

Mike was familiar with uTest from conversations with OwnerIQ’s investors. He knew that he needed a more scalable (yet economical) way to get his app professionally tested prior to launching each new version – but he also knew that he couldn’t afford to build a full-scale QA lab and team in-house.

So he signed up with uTest and decided to let the QA community perform his functional testing. Initially skeptical (“I thought they’d test software like my mom,” he said), Michael found the skill and feedback offered by uTest’s community extremely valuable and professional. Now on their third release with uTest, Michael and OwnerIQ have found a cost-efficient QA solution that scales. And it’s a good thing, because their company is growing rapidly.

In their own words...

On future testing needs:

“I still plan on hiring a QA manager. But even when I do, the uTest community will still be a huge part of our QA process and testing coverage.”

On expectations of uTest:

“I wasn’t expecting to have such a high volume of people testing the software. I also wasn’t convinced that an entire test cycle could be completed over the course of a single weekend. I was wrong on both counts.”

On the cost of testing:

“Nothing beats the price point that crowdsourcing has to offer. It’s not even close.”

*- Mike Keohane
VP of Software Engineering at OwnerIQ*