

Case Study: BuzzFeed

Finding Bugs at Buzz-Speed

BuzzFeed

Company size: 1200

Company location: New York, NY

Testing type: Functional, Content/Visual Testing

App type: Mobile (iOS, Android) - BuzzFeed & Tasty

www.buzzfeed.com

BuzzFeed is a leading multi-channel digital media company that delivers news and entertainment pieces to a global audience. Its vast network includes BuzzFeed Originals, BuzzFeed Media Brands, BuzzFeed Studios, BuzzFeed News, and BuzzFeed Commerce, all of which create authentic content that engages audiences and fosters social impact.

Jeremy Back is a Staff QA Engineer at BuzzFeed. He has extensive experience in quality assurance testing, with a focus on creating and executing test plans for web, mobile web, and native mobile apps.

Beginning the Search

Prior to working with test IO, Jeremy's team at BuzzFeed balanced in-house quality assurance efforts with four offshore contractors from two different staffing companies. However, as mobile grew both more complex with expanding devices matrixes (devices, operating systems, and browsers) and more critical to their business, the team at BuzzFeed became increasingly concerned with dependable test coverage. This motivated Jeremy and his team to start looking at which companies could give them the critical and comprehensive coverage they needed across all digital properties.

They vetted five separate companies, going through a variety of demos and gauging various services to understand what kind of value was offered. They based their interest in these companies on various factors: the quality of the test results, the speed to get test coverage, the number of unique testers per test cycle, the type of testing they were capable of, the type of bugs received, as well as the ease of communications. Against these evaluation criteria, test IO was the clear choice for BuzzFeed.

The most impressive factor for Jeremy and his team was the improvement to testing speed and comprehensiveness. Previously, running through a full regression suite with four internal engineers could take two or three days; it was very time

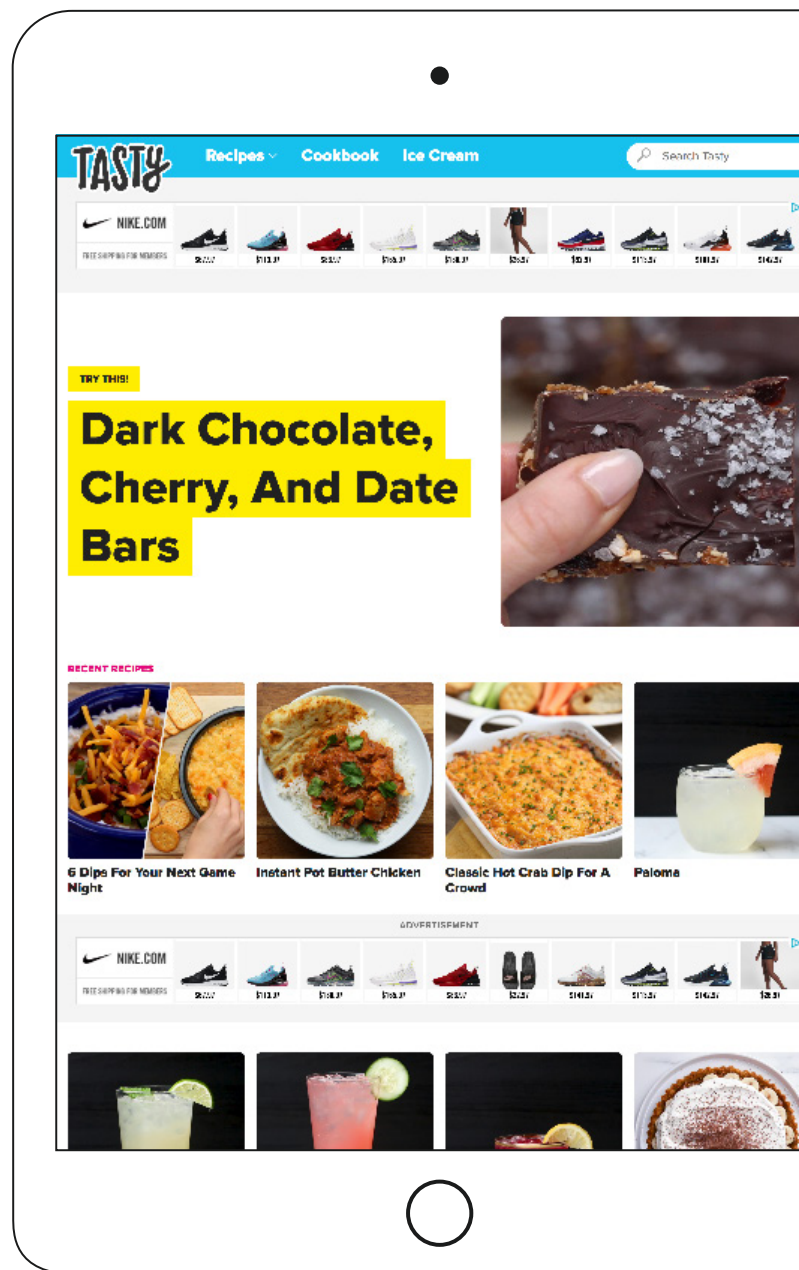
consuming. However, with the addition of test IO, they could accomplish this in much less time (24 vs. 72 hours), while having ten times the amount of eyes on their product. The results received covered most of their regression (up to 75% of their full regression suite) without necessitating them to cover each specific case on their own.

“This enabled us to do additional forms of testing, carrying out further efforts that we didn’t have time to focus on prior.”

The test IO Difference

Jeremy had initial concerns with crowdtesting, as sometimes the quality of findings is sacrificed for the quantity. Often, the goal of testers quickly becomes to create as many tickets as possible as opposed to fewer high quality ones. Ensuring that the features and their respective scopes are up to date in the test IO platform allows them to safeguard against this worry. Accordingly, BuzzFeed started with a limited number of tests, and after seeing a clear and present value, opted for test IO’s unlimited testing support.

Fitting into the workflow at BuzzFeed is relatively straightforward. When Jeremy’s team completes their feature testing and are ready to present their first release candidate for a sprint, they submit the build to test IO. Then, they compile test IO’s results to see whether or not they can reproduce found issues. They’ll even ask testers or Team Leads (veteran testers) to provide additional bug details or clarifications if necessary. Ultimately, Jeremy’s team maintains a checklist to be covered prior to a new release. test IO has been able to cover 75% of their full regression suite, allowing their team to focus on the most business-critical testing (i.e. pixel and back-end-on testing).



“Bugs are being found that, while we could find them, would take us 48-72 hours to find them in our regressions suite, where test IO is finding them in less than 24 hours.”

Specifically, they've found that on their Tasty app, recipe accuracy testing has been very helpful for confirming in-depth search functionality: different meal types, nutrition types, and other culinary details. Testers can flag recipes that don't match the search description, which has added extreme value in that the internal team doesn't have to allocate internal resources to look through individual recipes, saving time and resources.

“This allowed us to be more imbedded in our engineering team to be able to work on newer features faster.”

Buzzing Results

Jeremy shared that on-demand device coverage has been one of the greatest benefits of working with test IO: being able to go into the platform and select the exact device they're having trouble with. Ultimately, it's test IO's comprehensive device matrix coverage that's made the most profound impact for BuzzFeed.

Previously, they had to buy devices every two to three months to keep up, struggling to delineate whether it was the new Apple, Samsung, or Google device releases that were causing issues. Moreover,

device availability can be tough in South American and some other places where their team's third party testers were based. Internationally, it's crucial to be able to support non-traditional cell carriers that are uncommon to those we have in the US. Being able to narrow in on supported devices and making sure the devices are up to date has saved the team hours of effort.

It can be easy to say “let's just automate everything and see what happens,” but when you're dealing with content-heavy, evolving applications, you must ensure your user flows are solid and that test coverage keeps up with the development roadmap. Ensuring satisfactory test coverage can't be done by simply looking at 4-inch iPhones in isolation, but also by looking at a variety of desktops, tablets, and other mobile devices. This is why test IO is so valuable to Jeremy and his team; they are expected to deliver a perfect user experience, and test IO plays a strategic hand in that goal.

About Test IO

test IO helps software teams ship high-quality software, faster. As a global leader in software crowdtesting, we speed up agile software development teams with a platform for on-demand QA testing throughout the entire development cycle. Test setup takes just minutes, and we dynamically allocate human testers under real-world conditions to fit your specific testing needs. No more QA bottlenecks at the end of your sprints.

Our community of thousands of professional QA testers ensures on-demand availability when you need testing and guarantees coverage across all the devices, operating systems, regions, and languages that matter to you. Test results can be delivered in as little as an hour within the development tools you already have in place.

Founded in Berlin in 2011, test IO is headquartered in San Francisco and is the trusted testing partner of leading companies such as Edmunds, SoundCloud, and 1800Contacts.