

Case Study

William HILL

Crowd testing enables two betting apps to clear major hurdles

EXECUTIVE SUMMARY

- ✓ **Application Type**
Two different iOS wagering apps
- ✓ **Service Delivery Model**
Managed Service: A professional Test Manager managed the crowd, validated defects and prepared deliverables

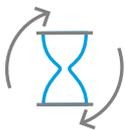
THE SOLUTION



Functional exploratory testing (two test cycles)



Usability testing



Regression testing



Cross browser testing



Cross device testing



Device compatibility testing

DELIVERABLES

- ✓ Defect Log (reviewed, validated, duplicates removed)
- ✓ Two test cycles
- ✓ Test Summary Report

FUNCTIONS TESTED

- ✓ Customer registration
- ✓ Viewing races
- ✓ Deposits and withdrawals
- ✓ Transaction of existing bets
- ✓ Trifectas and other betting products
- ✓ Winning and placing bets

27 different iOS/ device configurations under test

183 valid defects found

KEY RESULTS

- ✓ Ramped up to 323 testers across both test cycles
- ✓ All testers signed NDAs and supplied proof of ID
- ✓ Speed: 440 hours of testing conducted within two days
- ✓ Total duration: Entire test cycle and reporting completed in five days
- ✓ Coverage: 27 different iOS/device configurations
- ✓ 183 valid defects found and fixed before deployment

BACKGROUND

Looking at the blizzard of functions on their new Centrebet and Sportingbet iOS apps, bookmaker William Hill was worried they'd never have time to test everything, fix all the bugs, and meet a critical go live date. But then they looked into crowd testing. Soon they realised they could compress hundreds of testing hours into a matter of days. In no time they were talking to Australia's only managed crowd testing provider, crowdsprint®.

The testing needed to cover literally hundreds of functions across all major iOS versions, and all the main handheld Apple products, including iPhone 6. All testing and validation had to be complete within a week.

OUR SOLUTION

With the critical go live date looming, our local Delivery Manager worked closely with William Hill to quickly draft and define all testing requirements. Within hours of posting our requirements on our crowd testing network, we had engaged a crowd of several hundred professional testers with the right devices, experience and identity checks.

Over a single weekend our testers went to work creating user profiles and placing bets using dummy credit card details. Using 27 different iOS/device configurations, our testers subjected

the two betting apps to over 440 hours of testing in under 48 hours. Next, our validation team in Australia went to work removing duplicates, reproducing defects, and doublechecking each bug's severity rating.

The test results were a salient lesson for William Hill: four 'showstopper' defects that crashed the application(s); 12 defects with a 'high' severity; and a total of 183 valid bugs across the two applications.

CLIENT RESPONSE

The quality and quantity of our crowd testing made a huge impression with William Hill's digital team. In under a week, our managed crowd testing service had solved a major testing headache for William Hill. Upon fixing the defects we found, William Hill commissioned a second test cycle to retest all the defects we uncovered.

The high quality feedback given with the bugs through your portal is great. Videos, screenshots, reproduction steps – all of a high standard... the testing cycle was very satisfactory.

*William***HILL**