

# Case Study



## THE CHALLENGE

Fairfax Media recognised that, to thrive in the new media world, it had to stay ahead of the change that was sweeping through media companies globally. Not adapting was not an option. Its strong position as the leading digital publisher in Australia and New Zealand, reaching a combined audience of around 13 million, reflected a strategic decision to move with consumer trends and embrace modern technologies to deliver compelling content and engaging experiences. Transforming through cost efficiency and business model innovation, Fairfax Media's challenge was to ensure quality content interaction across all digital platforms. Digital audiences underpin The Sydney Morning Herald's leadership as Australia's most-read masthead across all platforms, The Age's strength in Victoria, The Australian Financial Review's placed as Australia's premier financial news and the local position of Brisbane Times.



## THE SOLUTION



Functional exploratory testing



Usability testing



Cross browser testing



Device compatibility testing

Crowdsprint performed 10 managed crowd testing cycles for Fairfax Media's new and upgraded news websites and mobile apps. Our test cycles were integrated within an Agile delivery framework, by scheduling a crowd test before every major release. We engaged up to 200 testers to perform functional testing usability testing, cross browser testing and device compatibility testing. We also covered up to 35 unique device combinations and finish each test cycle within 5 days. Crowdsourced testing played a strong complementary role to the in-house testers, who were working as part of respective Agile teams. Revolution IT Test Managers closely monitored and guided the crowd testers and reviewed every defect before delivering results to Fairfax Media.



## THE BENEFITS

We ensured that the millions of people interacting with Fairfax Media's platforms on a daily basis enjoy great experiences and quality content at anytime, anywhere and on any device. Fairfax Media was able to increase test coverage by 250% and transform its digital channels experience cost effectively, and at twice the speed, when compared to utilising traditional testing methods.

## FINANCIAL REVIEW

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### Mobile app

196 Testers  
35 Unique devices  
176 Defects removed  
4 Days per test cycle

## The Sydney Morning Herald

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### News website & mobile app

138 Testers  
30 Unique devices  
319 Defects removed  
4 Days per test cycle

## THE AGE

INDEPENDENT. ALWAYS.

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### Mobile app

58 Testers  
25 Unique devices  
130 Defects removed  
4 Days per test cycle

## brisbane times

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INDEPENDENT. ALWAYS.

### News website

196 Testers  
35 Unique devices  
176 Defects removed  
4 Days per test cycle

