



Case Study



Feature-rich mobile ticketing web app launched in days

THE CHALLENGE

Village Cinemas is no stranger to Crowdsourced Testing having previously tested apps for affiliated brands Wet 'n' Wild and Paper Planes. So, when challenged to meet a tight launch date for its Village Mobile Ticketing site, which gives movie goers the ability to buy cinema tickets on

their mobiles and go straight to the cinema, bypassing the queue at the ticket box office, it required a quick and cost-efficient testing service to ensure all errors and defects were found prior to production.

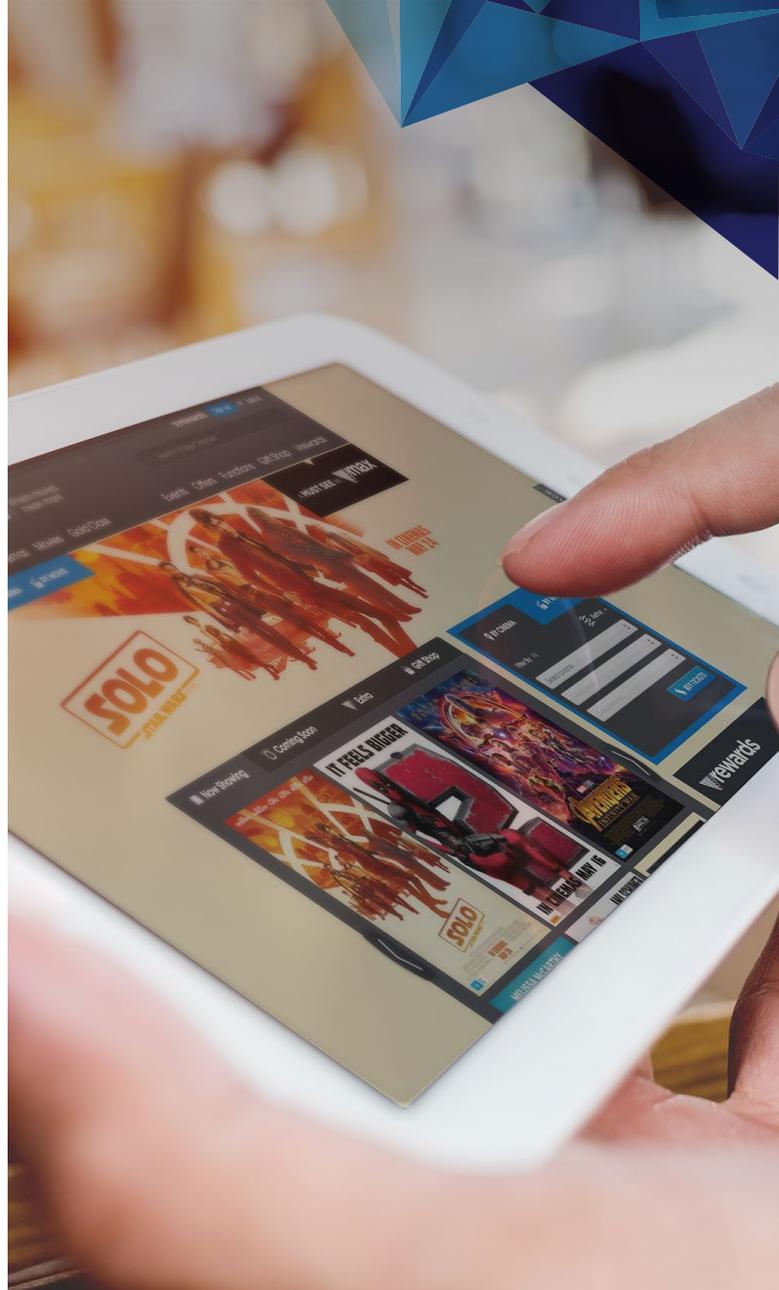


CROWDSPRINT CROWDSOURCED TESTING

All aspects of the feature-rich smartphone web app were crowd tested prior to launch, and every step of this process was managed by a Revolution IT Test Manager. With access to a scalable and customisable network of global testers, Village Cinemas leveraged 100 testers to find critical bugs in its mobile web app cross 25 types of mobile devices, as well as on a variety of operating systems and browsers. With real people using real devices and networks, crowd testing was completed in three days and 97 valid bugs were uncovered. These were reviewed, validated and prioritised, with duplicates removed before being logged in daily summary reports provided to Village Cinemas' in-house test team.

THE RESULTS

Leveraging crowdsprint's crowdsourced testing platform, Village Cinema successfully launched its innovative mobile web app, enriching the cinemagoing experience for movie goers and subsequently increasing attendance at its cinemas. Crowdsprint completed the Village Cinemas test cycle in less than five days to meet its tight go-to-market deadline; on-time



and on-budget. With crowdsourced testing, Village Cinemas obtained five times the testing effort than an equivalent spend on traditional testing. And, of the 200 reported defects, more than 50 bugs found were show-stopping defects that Village Cinemas was able to fix before being found by its customers.

97 valid bugs found, over 50% rated high-severity or showstopper

100 global testers engaged, 50 within Australia