

Case Study

EatStreet: Trusting Your Software To Feed The Country



Company size: Over 200 employees

Company location: Madison, Wisconsin

Testing types: Functional, Content/
Visual, Usability

App type: Web, Mobile Web

About EatStreet

EatStreet is a Madison-based company that offers on-demand food selection and delivery from a centralized marketplace. Their goal is to simplify mealtimes by providing users with access to local restaurants for fast and easy ordering, quick delivery, and virtually endless selection. Users can order a snack or full meal at the drop of a hat online or with the iOS and Android apps.

"There were a handful of reasons why crowdtesting made sense for us."

Kyle Mundt is an Engineering Manager at EatStreet. He has been involved in a myriad of strategic focal points during his time there, from frontend to backend development, agile adoption, and system architecture. He's now focused on improving software quality across products, teaming up with test IO to ensure web and mobile web quality.

The QA Bottleneck

Kyle told us he and his team, a smaller team of motivated developers intent on moving quickly, couldn't keep overextending themselves with QA efforts, especially without a formal QA process in place. QA became a large bottleneck on time and resources across the company, as even marketing was often wrangled into doing manual QA following new releases.

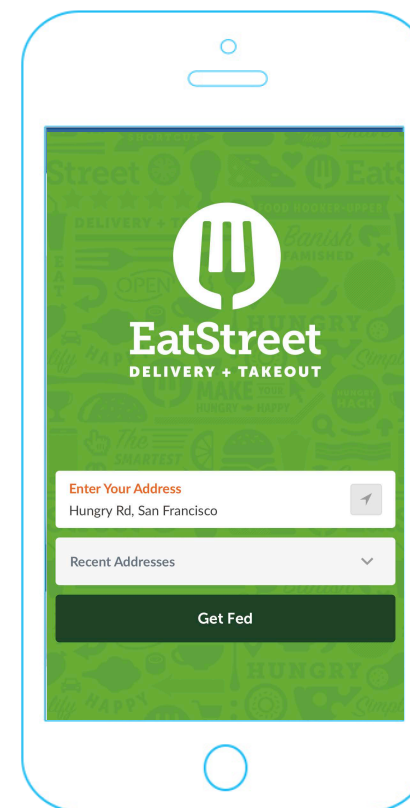
A lot of extra work became necessary to ensure quality. It was also difficult to test with a wide range of devices and browsers--as it is even at the largest and most mature companies--so only the top 50% of device-browser combinations were routinely tested.

"It's always better to have actual numbers, as opposed to 'it's probably not very good.'"

Crowdtesting Appeal

The main catalyst for change was EatStreet's growth team, who was already testing out novel approaches to internal development processes. Some people on the team had advocated for exploratory testing in the past as well as the desire for a more robust and formalized QA process. According to Kyle, crowdtesting seemed to be the most practical solution for a couple of reasons.

First, it allowed the team to get started as quickly as possible, avoiding the time and resources required to hire and train internally. Second, it allowed the team to have access to a much wider variety of testing devices and browsers that even an expanded internal team wouldn't be able to provide. For example, there had been less-than-ideal testing on iPad devices in particular, given the mobile device-focused view. This left gaps in device testing that left issues undiagnosed.



Automating Manual Testing

Kyle's first couple of test cycles were run with the goal of trying to determine how much EatStreet could really make use of test IO. His team monitored the number of bugs in their backlog and how quickly they were getting through them; they had to make sure that the incoming bugs were pertinent to what they were looking for and were not just inundating his team. They were focused on the number of bugs found as well as the variety of operating systems and devices that these findings were reported on. Given that increased variety in device-browser combinations was a significant objective for Kyle's team, being able to fill this void in a matter of hours was a significant benefit.

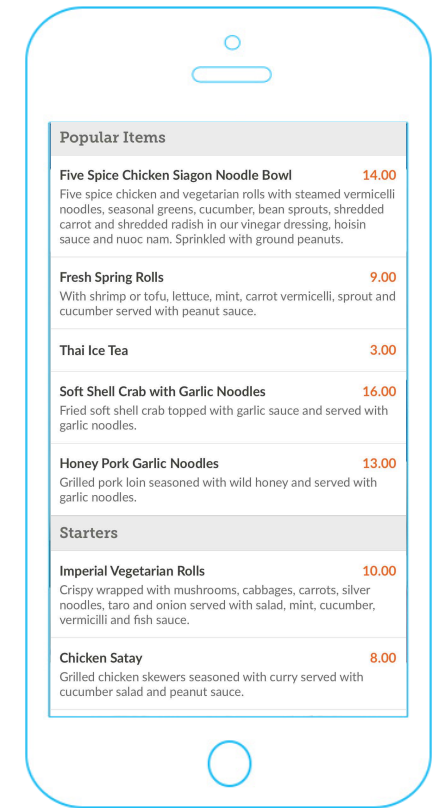
This wider device perspective introduced some problem spots that the team was not originally aware of during their previous testing efforts. Accordingly, being able to run a quick and comprehensive test prior to a new release created not only a more formal approach to quality assurance, it also provided a form of quality *insurance*, thus increasing pre-release confidence and triage capability.

“We weren't able to achieve this degree of test coverage in the past.”

Finding a Testing Rhythm

Kyle's team prefers to have tests run over the weekends so that they can counter any issues on Monday mornings. Crucially, this cadence fits well around their release cycle, allowing for fluid and consistent testing. Kyle mentioned that his team intends to supplement with additional testing on an ad hoc basis pending new features and updates that are ready to share with business users or prospective customers. A combination of both routine and ad hoc testing are possible because of test IO's unlimited testing model that allows for exhaustive feature-specific tests to be run whenever needed, on schedule or at moment's notice.

His team also uses test IO's Jira integration, which allows for a seamless issue tracking and triaging experience. Bugs are delivered right to Jira, so his team can use all of the workflows and permissions they have set up there to manage bugs. As a result, when they're going through their bugs, they don't need to leave Jira to accept or reject bugs; they do it in Jira. If they have a follow-up question for a tester who's filed a bug, they can ask it as a comment in Jira. The tester will answer through test IO, and his team will see the reply in Jira.



Looking Ahead

Kyle says test IO has helped EatStreet maintain a greater quality product and serve a wider audience. While some companies can do this on their own (to an extent) given sheer size and robust internal QA departments, his team now has more hands on deck when needed as well as more thorough device coverage. EatStreet is able to optimize their QA efforts without having to commit to a costly internal resource and is thus able to focus on what really matters, keeping customers fed.



Speed Up Iteration

Unblock the QA bottleneck with an army of graded testers, and allow for faster deployment by letting developers focus on development.



Test On Real Devices

Make sure your software works under real-world conditions. Check apps and websites on a vast variety of everyday devices, 24/7.



Discover Critical Bugs

Let our professional human testers find bugs no automated test would find.

About test IO

test IO helps software teams ship high-quality software faster.


As a global leader in software crowdtesting, we speed up fast-moving 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 in real-world conditions to fit your specific testing needs. No more QA bottlenecks at the end of your sprints -- test IO makes software teams both faster and more flexible.

Our community of tens 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 are delivered in as little as an hour within the development tools you already have in place or via web app.

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

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