App Quality

www.app-quality.com

Crowdtesting Solutions for Apps, Sites and any Digital Products

Italian Angels FOR GROWTH

POLITECNICO MILANO 1863

POLIHUB STARTUP DISTRICT & INCUBATOR BY FONDAZIONE POLITECNICO DI MILANO

Club Italia Investimenti

Luca Manara

Luca.manara@app-quality.com

Crowd Testing Why?

70%

Digital business that fails due to bad User Experience

*https://www.brandbank.com/pl/blog/e-commerce-w-polsce-2014-produkty-spozywcze-najciekawsze-statystyki/

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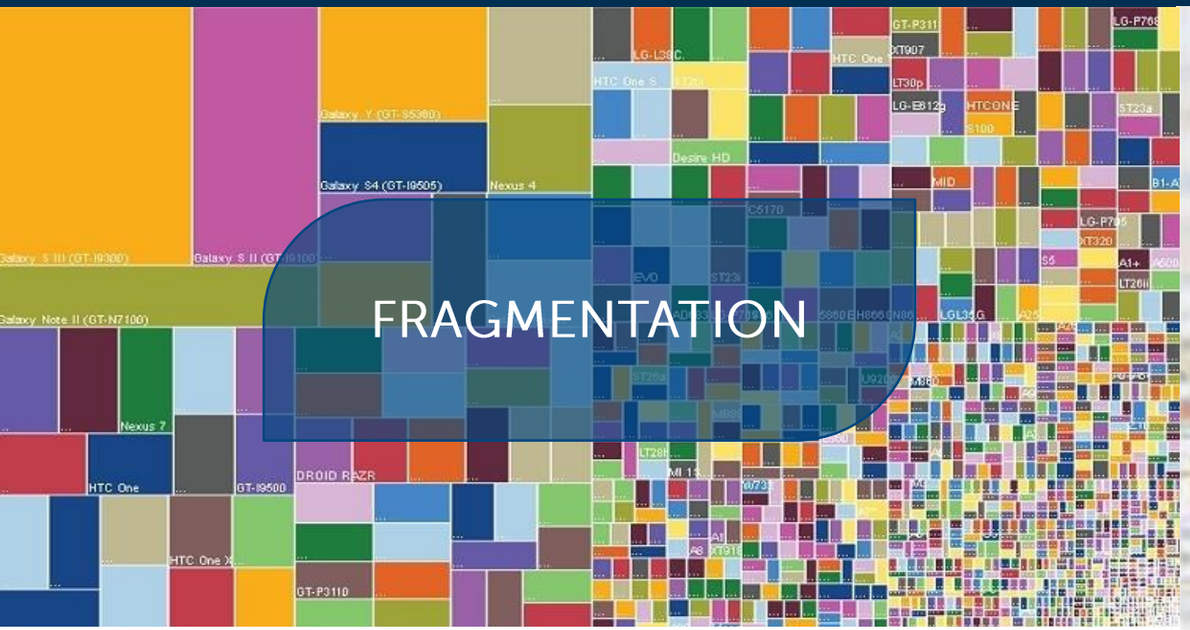
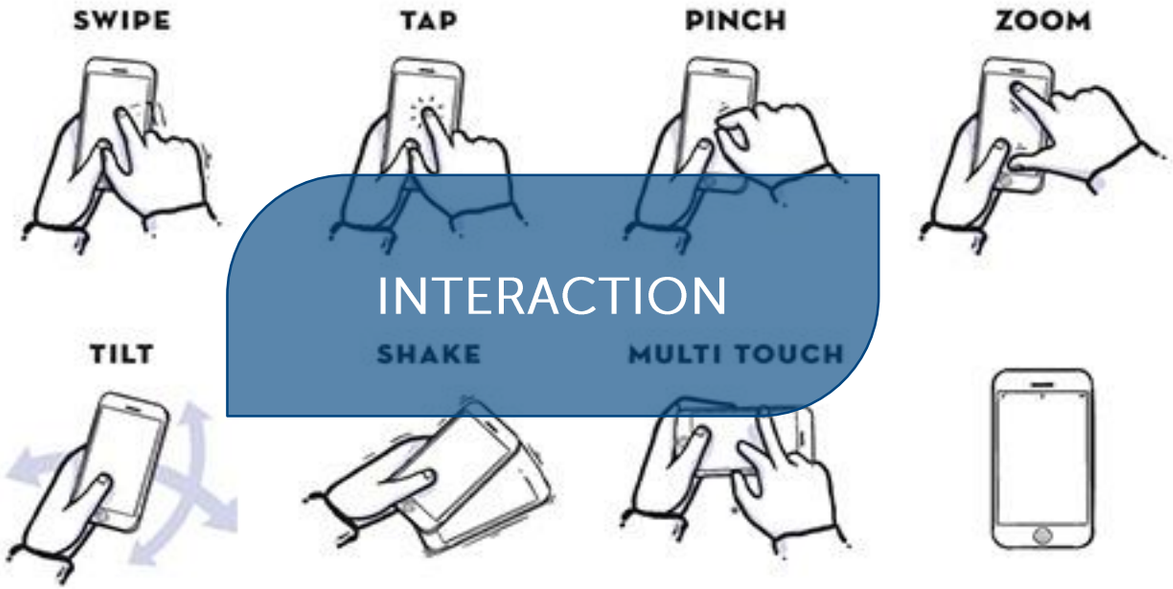
DO WE REALLY HAVE ALL THE TOOLS WE NEED?

... to face digital challenges?



FRAGMENTATION

GEO LOCALIZATION



INTERACTION

RESOURCE LACKING

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DO WE REALLY KNOW HOW YOUR CUSTOMER USE OUR DIGITAL SERVICES?

Crowd testing

A professionally managed, geographically distributed group of testers, connected by a cloud based platform

- We exploit testers connected to our platform **with their own devices**
- We can reach a **worldwide community** of thousands of testers
- Quicks, reliable, unbiased and committed group of Testers
- Organizational Blindness, Device diversity, Relevant Testers, Lack of resources
- On-the-wild testing (out of lab)

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Real Crowd, Digital Quality

3 Days

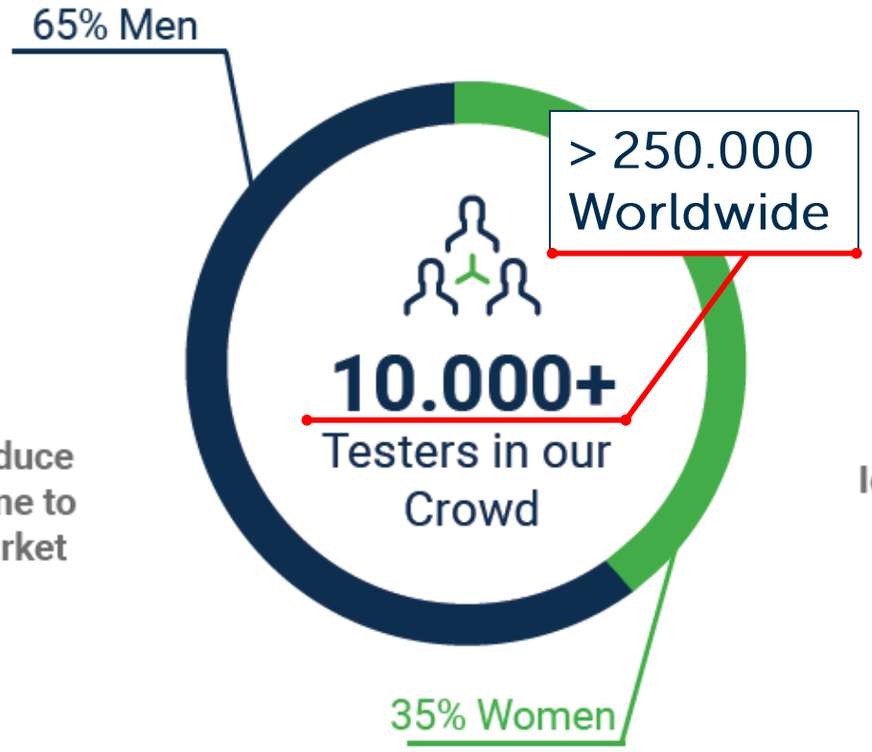
To get actionable results

- 60%

Cost saving

- 15%

Reduce Time to Market



Performed Projects **200+**

Used devices in testing **6.000+**

Identified Bugs **100.000+**

Functional Testing

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Real Crowd, Digital Quality

Usability Testing

- Super Quick Bug Finding and Explorative Testing
- Geo Testing (Worldwide)
- TestBook Execution (overtaking the Excel way)
- Regression Testing to avoid bugs to come back

- Quick and remote Prototype Testing
- Usability Review with group of Testers spread Worldwide
- Apps Benchmarking with final users in the loop
- Quick Remote Interview

APPQUALITY = HIGHER SUCCESS RATE.

200+
projects tested

6.000+
devices tested

100.000+
bugs debugged

1.000+
hours of video tests

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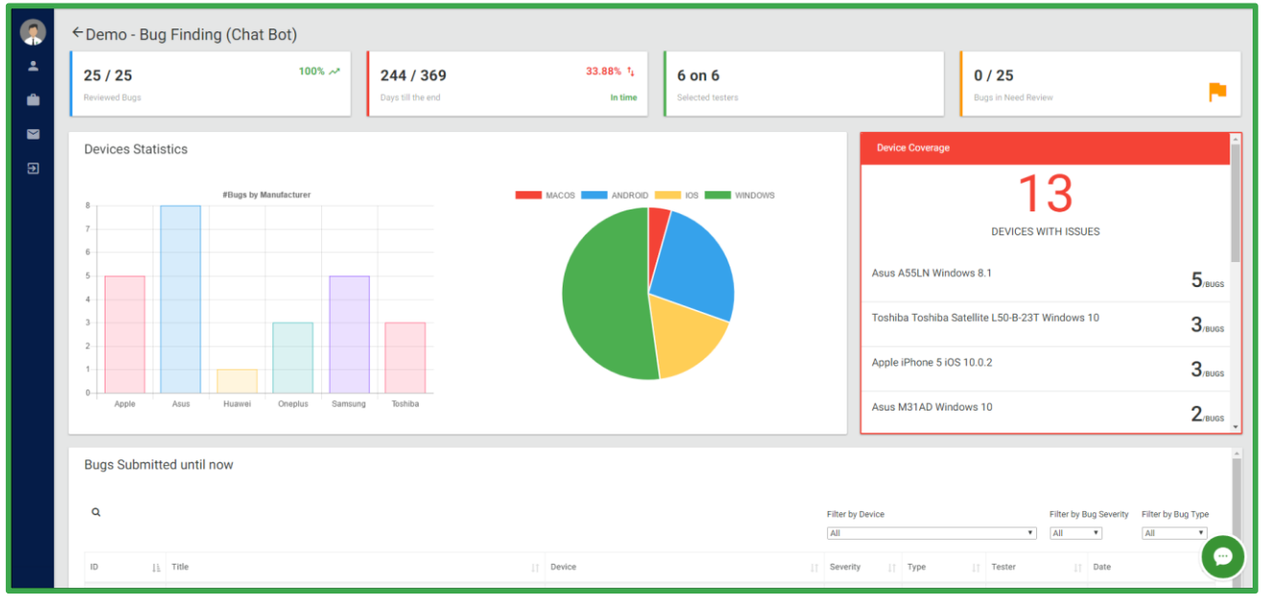
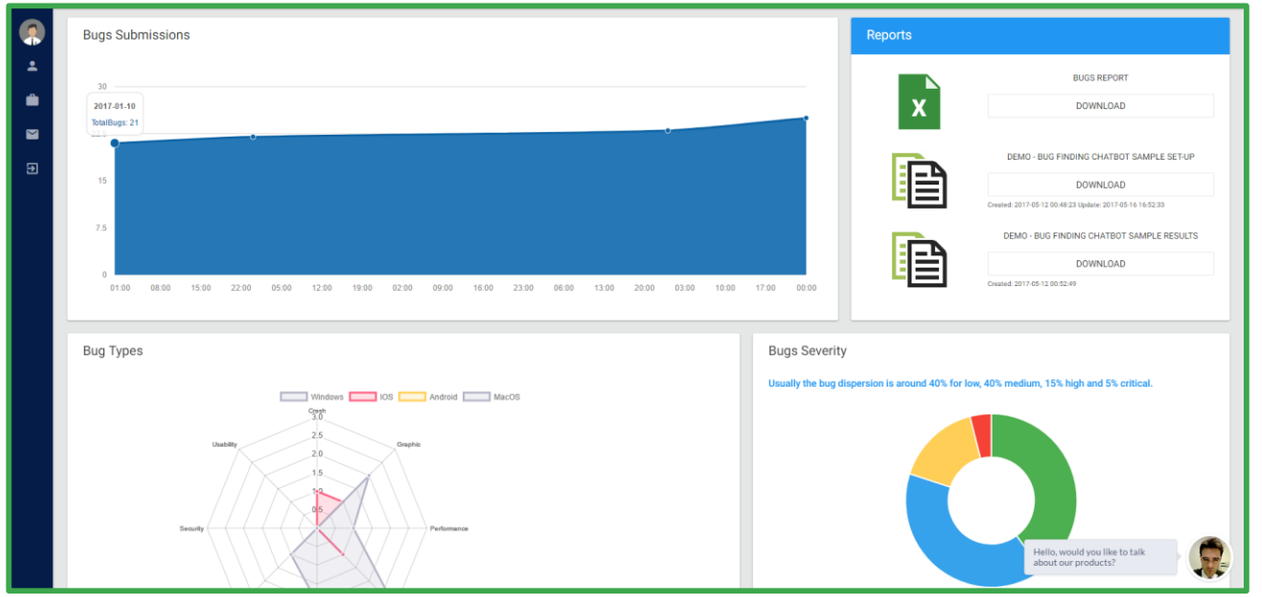
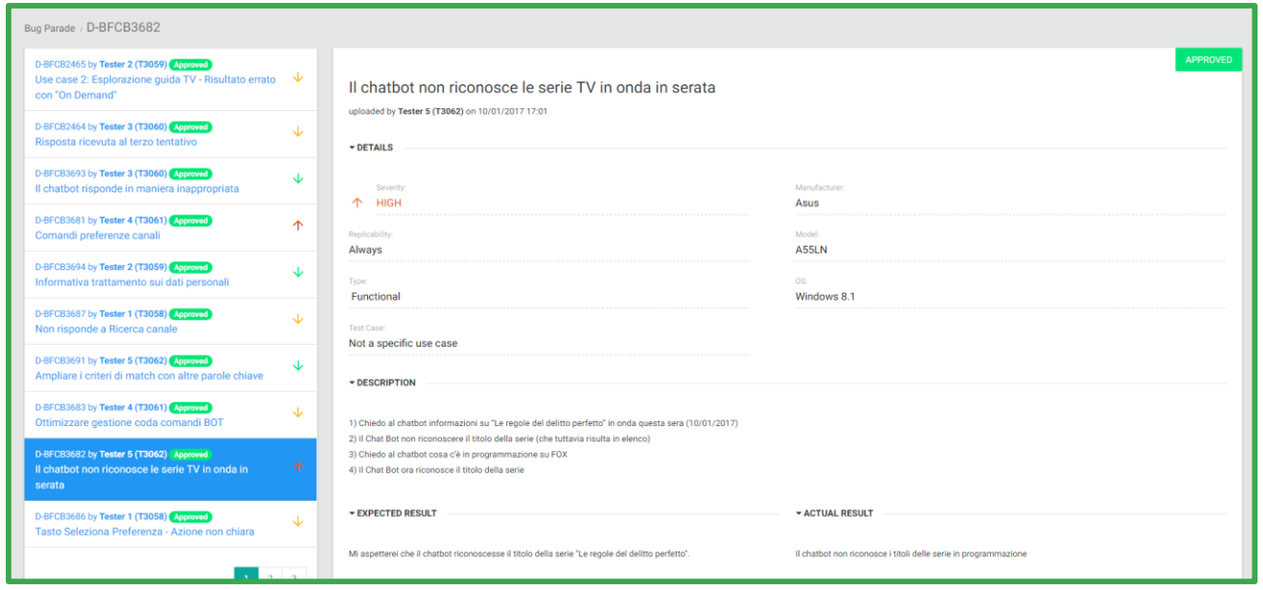
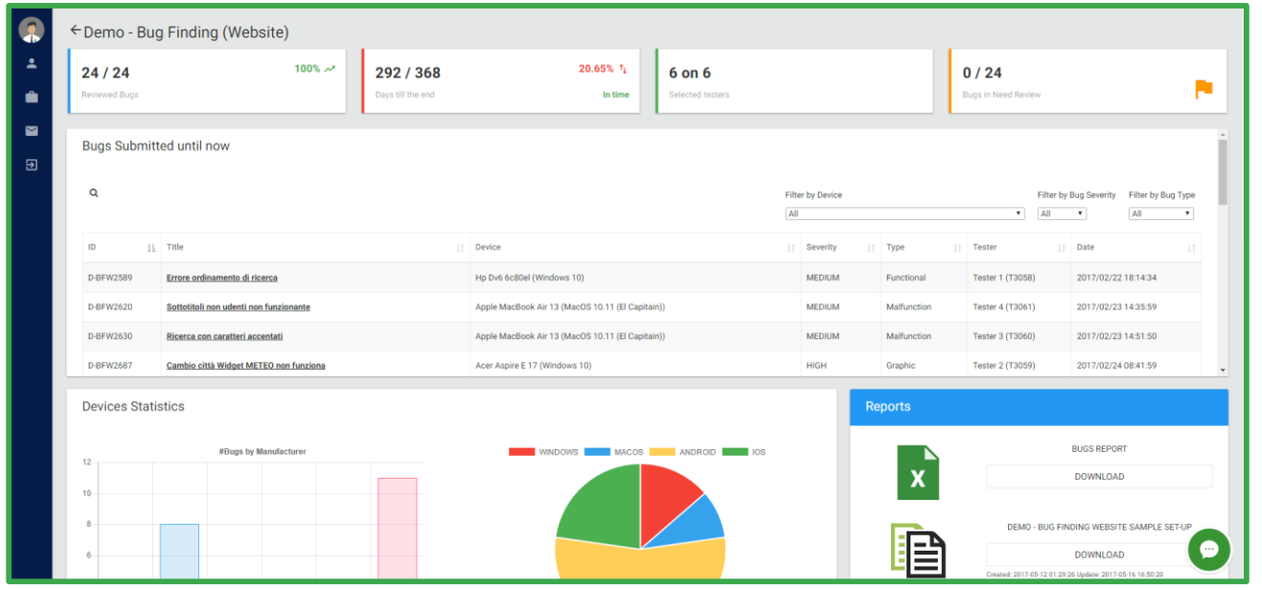
REAL TIME REPORTING AND DASHBOARD









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Our solution's benefits

Reduce Time to Market

Test cycles performed in few days, no lags, no more delays

Resolve fragmentation

multi-devices
multi-technologies
multi-OSs

Reduce Development Costs

Costs saving, defects identified during the development process, lower number of testers required

Bug identified by real users

Off-lab approach, test performed directly to the final user to optimize the UX

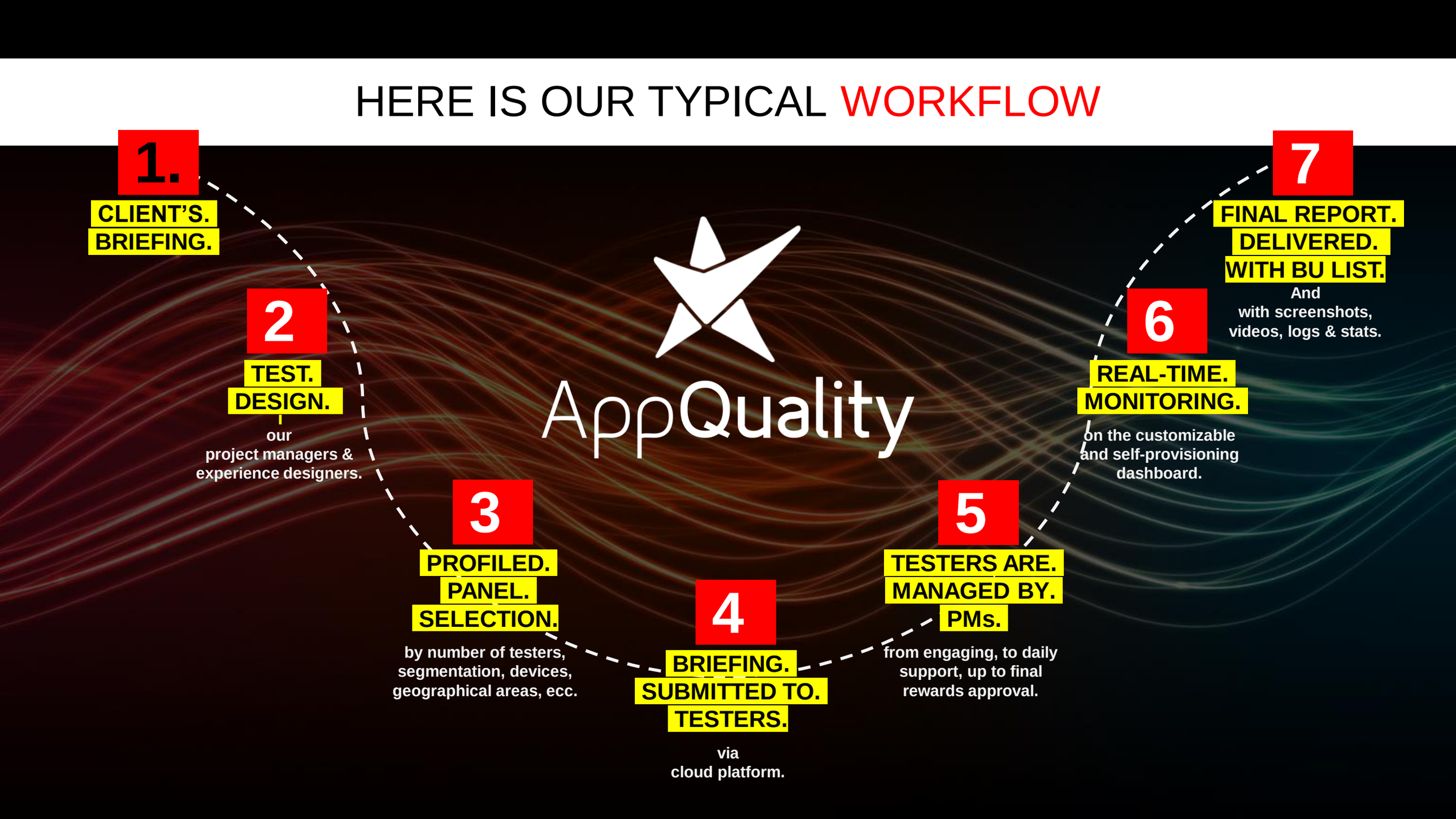
Dedicated Quality Leader (PM)

A dedicated project manager, very high efficiency in every test phase, perfect alignment with the development team

Third-part certification

Certified processes for every campaigns, committed-driven and fresh-eyes approach, external team not influenced and test-oriented

HERE IS OUR TYPICAL WORKFLOW



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Luca Manara

luca.manara@app-quality.com

+39 328 6350 983

"AppQuality allows our mobile engineering team to stay focused on software."

Senior Engineer
Banzai

banzai

"We're using AppQuality in all phases of our product life cycle and we're finding new ways of increasing productivity and innovation."

QA Engineer
Banco Popolare

BANCO POPOLARE
GRUPPO BANCARIO