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Our guide to crowdtesting



Trusted by the world's best software teams



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How Global App Testing **speeds up** software releases

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Read case studies about how these companies sped and scaled:

- [Facebook](#)
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1. Speed up your releases and make devs more efficient

The most popular reason that QAs choose Global App Testing is because we can **speed up their software releases** or **scale their QA team**. This is a huge goal for any engineering team and most QA teams as well.

Why is crowdtesting faster than manual testing in-house?

Let's compare! If a business has to decide between hiring another QA, and crowdtesting, then crowdtesting has a few advantages to get the testing work done faster.

A) Instant scale across faster turnarounds than in-house

First, any individual QA is **highly inflexible**. They can conduct one test at a time. They will get bored if they are not testing, or testing too repetitively. They can't work through the night. They need breaks and weekends.

So the first reason the crowd is likely to be faster is to do with the **linear workflow**. GAT offers:

- Unlimited simultaneous testing
- Flexible credit spending to "scale" suddenly
- Tests which run overnight
- Tests which run on weekends
- Tests returned in 6 or 48 hours depending on your targeting

GAT can deliver faster, as we have **a lot** of testers and we have them **in other time zones**. This isn't just true of small businesses – Facebook challenged us to test over five thousand of their partner apps because the resourcing was easier than in-house.

B) Slick processes and improved comms with devs

Nobody's communication is perfect! As a time-saving solution, we've looked closely at where we can save you time and worked to boast the industry's lowest false positive rate. **The crowdtesting platform** is designed to save your engineers time is the easy-peasy bug identification process to prevent bug "witch hunts" and rabbit holes. GAT offers:

- Step-by-step visual bug media
- Full device and environment details
- Easy "accept/reject" controls
- Repeat test resource for better results

C) Forgo the hassle and difficulty of hiring

A third way we're faster than in-house is because hiring and management is hard. Besides the inefficiencies associated with onboarding and offboarding new employees, many of our clients find it difficult to hire trusted global testers, particularly when the test involves cash movement or other trust touchpoints. We can offer:

- A global tester base and vetting process – we've known some of them for 10 years
- A reward-based model so our best testers are our first port-of-call
- A usage-based pricing model
- Credits which roll over every month
- A 100-day ramp education process

D) Improve your "last-mile" tests

We'll cover this in more detail on page 3. But a final reason that businesses choose GAT to save them time is because they have a test which is naturally very operationally difficult to conduct! We help business conduct their slowest tests – their "last mile" of software testing, much faster.

How Global App Testing can reduce bugs in production

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Read case studies about how GAT identified and reduced bugs in production for:

- [Carry1st](#)
- [Golden Scent](#)
- [Canva](#)

2. They reduce bugs in production with GAT

In addition to helping you go faster, we can **reduce instances of bugs in production** and therefore improve the quality of their application. It's well known how much a bug in production can cost a business and this is therefore a top-level priority.

How is crowdtesting more thorough than testing in-house?

We know that crowdtesting is no replacement your own culture of quality which you need to set in-house. However, crowdtesting does add a genuine improvement in performance. Here's how.

A) Our superior targeting will ensure that your test environments better reflects your users

The main improvements in quality will be based on the **breadth of the devices and environments you target**. A team in the US will test on the devices they have in-house and often abandon testing as the operations of the test become more difficult, like buying and maintaining representative devices.

That means that we can help you develop **more robust QA** through **broader targets**

- Low-end and average devices
- Varied connectivity environments
- Varied unstructured data inputs, e.g. users who look different in photographs

That means that in surge work, GAT is likely to deliver tests much faster. This isn't just true of small businesses – Facebook challenged us to test over five thousand of their partner apps because the resourcing was easier than in-house.

B) IRL testing will enable you to understand how your software is working in practice

A second improvement in your application quality via testing can be gained by **testing IRL** to understand how your application is working in practice. Not only does this represent a final round of certainty, but it can help you iron out CX and UX issues in addition to functional bugs. Our testing is great for:

- Test flows which involve transactions with a variety of payment instruments and user profiles
- Test flows which involve KYC moments and require real people from a variety of perspectives
- Test flows which require real-world environments; e.g. does my SatNav work in a tunnel?
- Test moments where your software interacts with the real world – e.g. IoT home setup
- Test moments where your software interacts with a physical service agent or you need to purchase something
- Test flows which run through integrated and partner software
- Exploratory tests designed to find bugs not in the core flows covered by test cases – e.g. unknown unknowns and edge cases

C) Get best-practice testing with external testers to the design and release stage of your product

We offer world-class testing used by clients including Meta, Microsoft, and Google – and we're really proud to bring this testing to bear during the design and sandbox stages of your product development. #ShiftLeft by integrating GAT with your dev process more thoroughly.

- Integration with TestRail and Jira
- Test a design, test a development in a sandbox, test a live application
- World-class test case execution from
- Premium PM analysis and assessment time

Listen to an [audio primer](#) about compatibility testing

How Global App Testing can help you deliver specialised or awkward tests

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3. Fulfil tests difficult to do in-house

One of the big categories of demand for crowdtesting is **tests which are ultimately difficult to do in-house**.

What tests can't I do in-house that crowdtesting can help me with?

Crowdtesting links you to a resource of 90,000 people from around the world with a range of devices and specialised skills which you don't have in-house. The most challenging tests to do in-house are tests which need to take place in a specific country or countries, where you don't speak the language, or which test for bugs which are non-obvious (e.g. accessibility bugs).

A) Local testing and/or testing a localized product

A huge swathe of businesses come to us because they want to test that their software works in-locale. This is true both for localized applications or any application which is globally available. You can test your application globally with GAT –

- Test in 190+ countries
- Test in remote countries
- Test in 160+ languages
- Test with local payment instruments
- Performance and speed testing in any country
- State-by-state US targeting
- Test in specific locations
- Test availability; have you been censored?
- Test localized design in addition to translation

Wherever your test needs to take place, we can help you.

B) Test that your product is truly accessible

One area in which testing is specialised and you are likely to need a testing partner is accessibility. With new european software accessibility law coming into force in 2025, now is a great time to investigate your accessibility including the continued accessibility of content which has been transformed via a localization process.

- Test your WCAG compliance
- Test your EU Accessibility Act compliance
- Test specific devices e.g. screen readers
- Troubleshoot from the perspective

That means that in surge work, GAT is likely to deliver tests much faster. This isn't just true of small businesses – Facebook challenged us to test over five thousand of their partner apps because the resourcing was easier than in-house.

C) Generating diverse inputs for your product

More applications than ever use GAT to test their product with diversity of inputs, with both unstructured data worldwide or varied prompting, or even ID and name formats.

- ID documents
- Unstructured data including photos and videos
- Prompts
- Demographics

D) Testing the money

A final example is the challenges businesses face in moving money or transaction testing. We test with real cash and we can offer any payment instrument. We can also blur sensitive details on test case media in payments as a matter of form.

How Global App Testing can deliver strategic UX insight

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4. Improve your UX to drive global growth worldwide

While it's important to undertake functional tests, we can also help you build a **broader UX picture** to understand the experiences that your global users are having. Whether you want to audit your localized product, or build a competitor picture, we can help deliver your initiative with testers in-country.

A) Understand your UX from the perspective of specific groups of user

Global App Testing can fundamentally offer breadth in its testing ability. That means you can audit your software from a particular perspective to get a variety of different types of feedback and results:

- Devices / environments targeting
- Country / location targeting
- Demographic targeting
- Language targeting
- Accessibility requirement qualified testers e.g. simulate a colourblind user

And a range of products to help you dig into your user experience:

- E2E user flow media
- UX feedback
- Usability feedback
- Design check
- Surveys
- Localization audits

That means you can generate deeper appreciation of the real journeys undertaken by any group of users with Global App Testing's enormous targeting capabilities.

B) Discover your local competitor set to reconsider your whole market positioning

Many products think carefully about competitor positioning. But the bias towards domestic users is even stronger when it relates to the way product teams plan competitor frameworks – they often don't consider local competitor mixes when building plans to localize and don't think through a local market position.

With a local UX competitor benchmark, you can undertake an audit of your localized UX set against real domestic competitors, including:

- local competitors in multiple countries
- local users comparing directly with competitors
- feature benchmarking
- UX benchmarking

C) We undertake "scaled insights" for massive B2C applications

Very large B2C applications with Global App Testing sometimes choose to undertake "scaled insights" for growth teams, a kind of localized UX survey which is lighter and faster than traditional user insight reports:

- Get local UX feedback in as little as 6 hours
- Suitable to simulate user feedback from big B2C applications
- Suitable for localized prompt execution
- Build responsive local teams
- Suitable for DevOps and Agile processes based on live user feedback to applications
- Talk to us to understand how this slots into an overall quality process

What are the **limits of crowdtesting** and where should I not use a crowdtesting provider?

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What are the challenges with crowdtesting?

The most popular reason that QAs choose Global App Testing is because we can **speed up their software releases**. This is a huge goal for any engineering team and most QA teams as well.

When should I undertake crowdtesting vs automate my functional tests?

We said that our tests can speed your software releases up. But the elephant in the room is that as fast as our turnaround times might be, an automated test turnaround is instant. So when is automated testing faster than crowdtesting? Here's our advice:

You should **automate** if

- This is a highly repetitive test (e.g. a regression)
- The test is on a stable part of your product
- You will need to undertake the test several times a day as you tinker with the bug

You should **crowdtest** if

- The test is physical
- The test is local
- You need to test a unique device or environment
- The test is on a part of your product which is very volatile, so automated tests are likely to flake
- The test requires a lot of time to automate
- You do not have time to automate the test; you need to free up your time to automate it
- You want to understand your UX in practice; ipso facto

What if my software is too specialised to work with a crowdtesting provider?

It's perfectly true that there is testing which is too specialised for crowdtesting. We do not have any software which relates to nuclear power plants or launching space shuttles on our books (yet).

However, you'd be surprised at the level of specialism we can handle and it could be worth scoping whether your project is feasible or not. For complex scopes, we'll bring both sales and operational figures into the process to ensure that we're aligned on deliverables, and we can even generate

We've worked with:

- B2B software with specialised knowledge req.
- Fintech and moving cash around
- Gambling
- Testing concerned with compliance

How can I generate the budget for this?

GAT works to help champions in businesses build a business case. We build business cases with our prospective clients, so we're very open to a discursive conversation to identify how we can help, what the goals would be, and how you could unlock budget in the medium term to deliver the testing which could help your business.

Set out your thinking in an email to:

- hello@globalapptesting.com



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