Software Testing in the Age of Iterative Development

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Current Practices for Continuous Testing and Delivery



More than 150 product development professionals across the United States, Europe, and Asia completed a survey on their current software product testing practices.

Industry Snapshot: Product Development Professionals

Company Size

- 500+ Employees: 48%
- 50 - 500 Employees: 49%
- < 50 Employees: 2%

Product Types

- Web or Cloud Apps: 71%
- Mobile Apps: 45%
- Services: 45%
- Desktop Software: 27%
- Hardware: 26%
- Other: 5%

Departments

- 51% Product Managers
- 28% Engineering / QA
- 4% CX / UX
- 17% Other Department

4 IN 5 professionals are directly involved in early product development.

Seniority

- 23% Director
- 37% Individual Contributor
- 2% C-level
- 5% VP
- 43% Manager

2 IN 3 are managers or directors

How Are Professionals Approaching Software Development Today?



1 IN 2 professionals are rolling out new releases more than once a month

Industry Trend

Software development is shifting to faster, more frequent releases

The Shape of Modern Software Development

Agile | Continuous | Automated

The State of Software Testing in Today's World of High-Speed Development

3 out of 4 professionals report that the quality of their releases could be better

4 out of 5 professionals say that adopting Agile practices in automated testing has not enabled them to fix bugs faster

Test Trebs for 2018: A Survey of Development and Testing Professionals, dimensional research, 2018

The Quality Release Wishlist

- More test coverage
- Fewer bugs post-release
- Faster testing processes
- Higher customer satisfaction

How Are Professionals Working Towards Increased Release Quality?

Path 1: Automated Testing ONLY

Using machines, scripts, and systems for running tests instead of humans.

3 out of 4 test cases don't get adequate coverage through automation alone

With great speed comes great responsibility: Software testing now a continuous race, ZDNet, 2019

Path 2: Automated Testing + Delta Testing

Using target market testers, as well as scripts and systems for running tests.

9 out of 10 agree that testing with customers is beneficial to software development

The Top 5 Benefits of Delta Testing

(according to product development professionals)

#1 More effective release prioritization

#2 Fewer support calls

#3 Fewer returns and reduced customer churn

#4 Increased revenue

#5 Faster test cycles

BUT

65% of professionals aren't regularly testing with customers

Why?

A high percentage of professionals feel that they are stretched too thin

1 in 3 professionals says that there isn't enough time

2 in 5 professionals say that there aren't enough resources

Beating the Testing Time Crunch

Including customers in the process actually increases the output of iterative software testing by:

Increasing Your Manpower

Customer testers lighten the load placed on the QA team by redistributing it across a larger group of people.

Accelerating Test Schedules

A community of active, eager testers covers more product areas in a shorter time frame than the QA team alone.

Expanding Test Coverage

Customers scale automated testing efforts with a range of devices, technical environments, and test scenarios that can't be covered in the lab.

Prioritizing Your Backlog

A pool of targeted customer testers helps shape the product roadmap and provides additional insight into acceptance, ease of use, and overall satisfaction.

The Delta Testing Quickstart Guide

Start bringing your customers into software product development right now with this crash course in unlocking early product feedback.

Download the Ebook



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Centercode partners with today's most successful brands to deliver ongoing release quality through Delta Testing.