10 Things to Ask
Before Choosing a Mobile Testing Solution

Kobiton

Introduction

If you're evaluating mobile testing tools, that means you've come to the harsh realization that mobile app testers are drowning. **Fifty-one percent** of app developers say they 'don't have time' to properly test apps before release. At the same time, **nearly half of consumers will delete a mobile app if they find a single bug!**

The reality is that old-school mobile testing solutions can no longer handle the accelerating pace of mobile app development and relentless pressure for spot-on mobile experiences. At least not affordably;

23% of organizations say QA is the orginizational bottleneck.

36% spent over $100,000 on testing mobile apps last year.

79% 79% of survey participants will spend even more next year.

Keeping up requires a new level of efficiency and autonomy not offered by most app testing tools on the market today. Newer mobile testing platforms which incorporate AI, open standards, and flexible deployment options are empowering busy development organizations to work faster and smarter.

These platforms bring clear-cut results across the board: better test coverage, greater productivity, **fewer defects** and related costs, faster releases, and **five-star app engagement.**

Consumers Don't Tolerate Bugs:

Nearly half of consumers will delete a mobile app if they find a single bug!
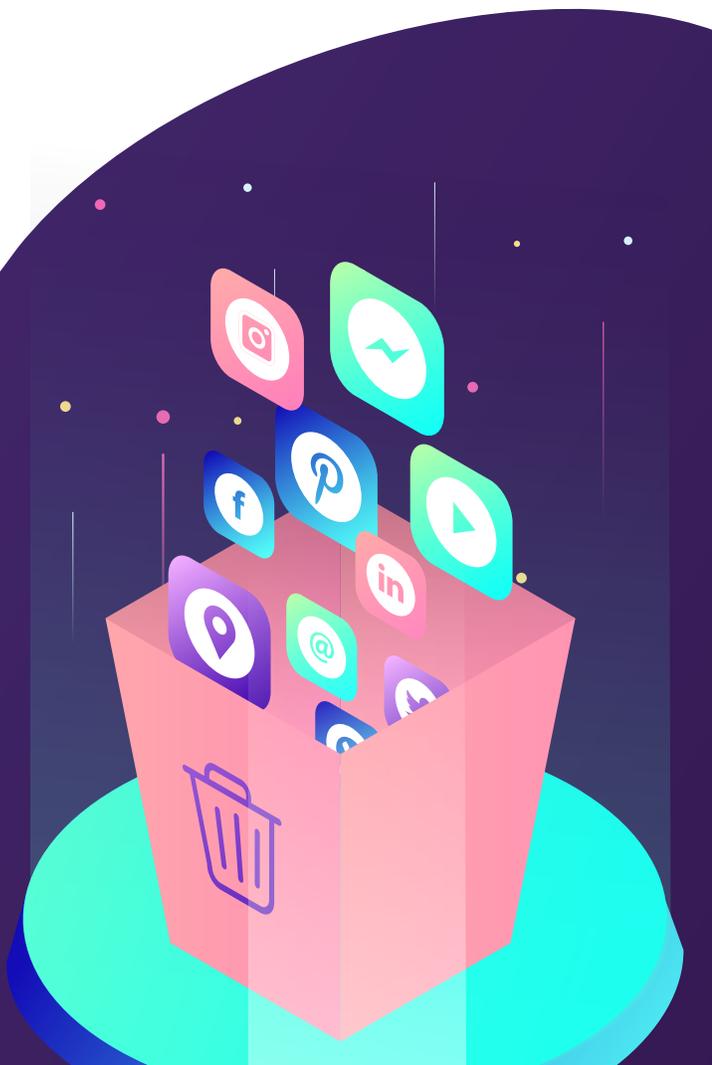
The Checklist:

Think you've narrowed down your decision to the best mobile app testing platforms? Want to see how well your short-list checks out?

Before making a decision, make sure the vendor has a legit "yes" answer to ALL 10 questions below:

	Kobiton	_____	_____	_____
Real devices?				
Public cloud?				
Private + local cloud?				
Secure shareability across locations?				
Manual + automated testing support?				
Customizable plans?				
Automation support via open standards?				
Tester productivity with AI?				
Proactive AI device monitoring?				
Industry expertise?				
Affordable pricing?				

Do you use real devices or emulators/simulators?

84%

In a recent mobile app testing survey, **84 percent of QA organizations said they need to test on real devices in order to be successful.**

While virtual simulators and emulators can be an inexpensive option for testing primitive UI elements and other initial QA, they only reflect the internal behavior of hardware – **NOT how the app will interact** with the many different OS versions, browsers, connection speeds, battery levels, apps running in the background, or other variables when it comes to 'the real deal.'

Let's put this into perspective. Android users still have a less-than-one-percent adoption rate for the latest OS version, as opposed to Apple's adoption rate of nearly 80 percent. This fragmentation proves how much variation can occur across different devices in terms of OS alone. In addition, screen size and resolution can affect how UI elements render; network providers can regulate apps differently; and, when platform versions are updated, protocols can change, such as how applications call services. Finally, whereas emulators and simulators rely on the host computer's network, **real devices allow real-life variables to be included in test cases,** such as the ability to switch between Wi-Fi and cellular data.

Only real-device testing platforms, such as Kobiton, allow testers to accurately represent real-user scenarios so they can prevent costly unforeseen errors.

Do you offer devices on a public cloud?

Unless you have a money tree growing somewhere, it is impractical to own devices for everything your team needs to test. Mobile testing platforms that offer public cloud services allow QA to test on devices you do not own. The public cloud devices must be:

⊙ **Easily accessible**

⊙ **Audited frequently for relevance of hardware, OS, etc.**

⊙ **Responsive, fast and secure**

⊙ **Able to handle manual and automated tests**

Kobiton's web-based public cloud is as easy as accessing your favorite website. Highly responsive, too. Users can quickly test all the things they would check on a real device, such as GPS location and hand gestures (tap, swipe, pinch, scroll), simply and naturally. Users can run manual and automated tests, rich test logs for true root cause analysis and more, on 350+ Kobiton devices.
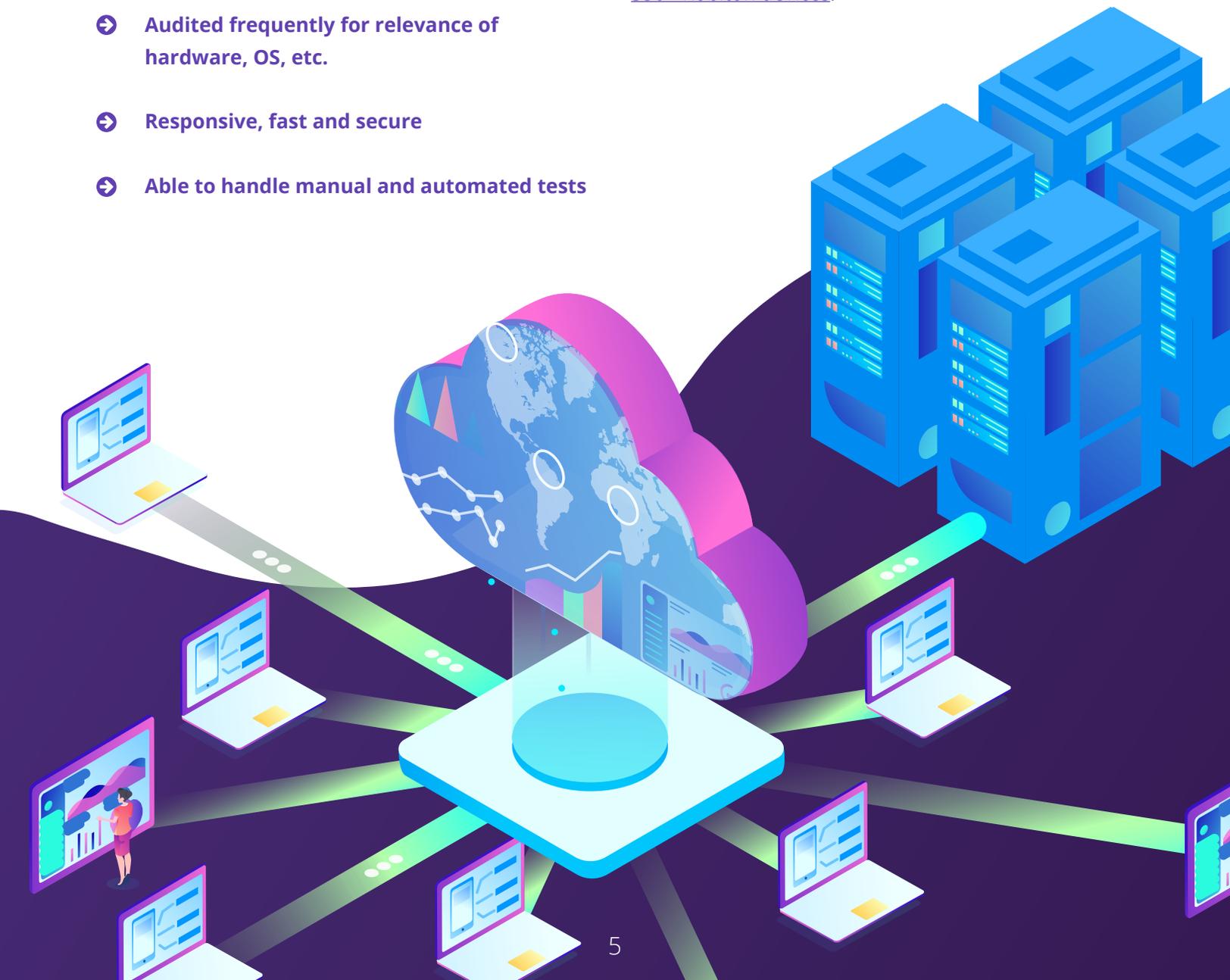
Can you manage devices on a private and local cloud?

There are times when you need dedicated devices reserved exclusively for your organization. Does the vendor allow you to add private devices to your test cloud, with secure VPN access for pre-production releases or apps that access sensitive data? The vendor should give you the option to either manage your private-cloud devices for you, or procure devices on your behalf.

And what about the local on-premise devices you own? Seems 'Captain Obvious,' but if the goal is to work faster and smarter, shouldn't all your test results live in the same place, whether testing on local devices or public devices? Several well-known testing platforms ONLY allow the user to work with devices in their public cloud. This just isn't practical. The reality is, many QA organizations – especially those on the path to DevOps/Continuous Integration – have a growing complexity of local devices on-premise and are looking for a way to simplify the chaos.

Kobiton's Device Lab Management feature lets you add local on-premise/in-hand devices to devices in the cloud and manage everything in one centralized management interface.

Can I share/analyze test data for devices in multiple locations (securely)?

What if you have 15 devices in San Diego and 10 in London, and you need to aggregate the efforts of distributed teams? Collaboration and speed are of the essence here.

A good mobile app testing platform should allow testers anywhere to securely connect devices and manage/share test data anywhere – regardless of whether the devices are in the public cloud, local on-premise, on-desk, or even on the other side of the world.

Kobiton allows remote centralized test execution, administration and logging for devices regardless of where they live. A tester can supplement local devices with more than 350 Kobiton devices to create a true hybrid cloud mobile testing experience, accessible and shareable anywhere.

And what about security? No problemo. Users can utilize secure/VPN connections from their private Kobiton cloud back to their on-premise data. This is perfect for pre-production applications or when apps are making use of centrally housed sensitive data.

Can we customize the features of our plan?

For example, does the plan allow you to just purchase minutes for local devices? Or buy minutes on a month-to-month basis? If not, you are likely paying for unnecessary stuff.

We often see this with vendors that promote "enterprise plan bundling." **Bundled pricing made sense a few years ago… before DevOps grew wings.** Today's developers and testers are using third-party cloud services in a much more prescriptive way, so they may not always need the whole enchilada.

Take a step back and evaluate which features you actually need;

What's the scope of your project(s)? Do you need a private, public or local-only cloud? Is it worth it to pay a one-year contract, or will two months do? **Kobiton offers highly customizable deployment options** so you only pay for the functionalities and capabilities that match your deployment needs. That's precious budget which can be allocated somewhere else.

Do you support automation using open standards?

Testers already doing test automation, or headed that way, need the ability to work the way they want to work. They're already strapped for time; the last thing they need is the hassle of proprietary set-up.

Newer mobile testing platforms including Kobiton use open standards, rather than proprietary IDE frameworks which require coding skills to configure with existing automation tools and workflows.

Believe it or not, a handful of vendors do not follow open standards. Definite deal-breaker.

Kobiton doesn't insist on hosting your scripts, so automated testing with existing tools is seamless. Testers can continue to use their favorite IDE to build their Appium or Selenium test scripts and simply execute them against the Kobiton devices. No need to upload scripts and learn a new proprietary environment.

QA is already strapped for time. The last thing they need is proprietary set-up.

Does your platform have an AI feature that can increase productivity?

AI isn't about replacing people; it's about enabling them.

Machine learning is taking over the process of selecting, managing and driving systems under test (SUT)—and it's doing so faster, better and cheaper. Artificial intelligence (AI) bots will soon be able to do some really cool things to reduce tester workload and increase productivity, such as:

- **Write and execute test cases automatically (less effort, greater consistency)**

- **Generate test code automatically by reading User Story acceptance criteria**

- **Run codeless test automation**

- **Provide instant feedback for agile developers**

- **Prioritize testing and automation**

- **Enhance UI testing**

- **Reduce tedious analysis tasks**

With little human input, AI can significantly multiply the results your team would have with manual testing. AI uses data in your existing QA systems (defects, resolutions, source code repo, test cases, logging, etc.) to help identify problem areas in the product. Humans will have less and less mechanical dirty work to do with implementing, executing, and analyzing test results, but they will still be an integral and necessary part of the test process to approve and act on the findings.

If the mobile testing solution you're considering does not incorporate AI features in its roadmap, bag it.

Does your platform use AI technology to alert me of problems on devices we're not testing?

It's disturbing that less than 25 percent of app users return after Day One. And that the average app loses 95 percent of users after 90 days. The abandonment problem is pandemic. Since there's not time to test everything, we can use machine learning to detect the problems we can't see.

Imagine harnessing intelligent testing to get proactive metrics on potential app crashes and bugs for devices you are not actively testing? You can. That's the powerful reach of AI.

AI technology can be applied to automatically test app behavior across hundreds of devices and operating systems without complex script development. As an example, Kobiton has developed an instant health-check which scans your app against 350 different devices to identify problems such as rendering issues, functional defects, excessive battery drainage and more.

The system then gives actionable recommendations for fixing those issues, so your team can find costly issues **before users do.**

The Abandonment Pandemic:

25% Less than 25% of app users return after day one.

95% The average app loses 95% of its users after just 90 days.

Do you provide industry-specific expertise and strategic consulting to help us get started?

Digital transformation has put a ripple effect into motion for businesses everywhere. But what's extra-challenging is that the ripples go in all different directions depending on which vertical industry you're talking about.

Retail, for example, has had to add voice-assisted devices to its app portfolio to up-the-ante on Customer Experience (CX). **Digital-savvy consumers, Millennials in particular, said they would spend 16 percent more for a positive CX.** That's not chump change. Insurance is another good example. Fearful of change by nature, insurers are being forced to roll out digital apps at an extremely uncomfortable pace if they are to survive low-cost competition and soaring acquisition costs. Apps that improve CX and operational efficiency, such as big data and robotic quotes/policy generation/claims processing, will drive over $1.6 trillion in new value for insurers over the next three years alone.

Partnering with a mobile testing vendor who has expertise across all verticals is key to maximizing value from your platform. Kobiton has deep industry knowledge and experience built on that of our parent company, KMS Technology, which has nearly a decade of specialized expertise in offshored product development, mobile testing services and consulting.

Can I get started for less than $1,000?

Pricing for mobile testing solutions can vary greatly, ranging from $1,000 to $200,000 annually. When comparing platforms, it's important to consider the size of your organization (does your organization really need the Cadillac when a Pontiac will do?), as well as the use case.

Kobiton is the most flexible and affordable mobile testing solution on the market, **with the ability to get started for as little as $50 per month.** You can and add devices/minutes or features as you go, such as private cloud services, Device Lab Management, and Automated App Health-Check.

Whichever vendor you choose, you should be able to test-drive a free instant trial online **without having to enter a credit card.**

Tight Budget? No problem.

$50 Kobiton enables users to get started for as little as $50 per month.

$0 Kobiton offers a free trial that's actually free. - no credit card needed.

Bonus Question:

There's one final "Thing to Ask" which didn't make our list, but is worth mentioning:

"Does your platform support both manual and automated testing?"

We left this one off because most tools now do (as of July 2018). Kobiton has supported both since our inception because both manual and automated tests are vital to any solid mobile testing strategy.

The sheer volume of mobile apps being pumped out of Dev makes automation not only beneficial but compulsory. An entire "tool-topia" of automated testing tools exist to increase quality and release velocity, without involving repeated and manual intervention.

But the human side of UX will never be obsolete. Manual tests will always be a necessary component of QA. Manual testing goes beyond pass/fail into deeper facets of the user perspective – and can often steer products into a new direction based on issues and feedback.

That said, your mobile testing solution must support both automated and manual testing. If the vendor you're evaluating just recently added automation to their offering, it might make you wonder about their commitment to innovation in other areas—just sayin'.

Simplify Your Decision

Even if the vendors on your short-list can answer 'yes' to these questions, that's just Step One. There are other criteria that will have a material impact – good or bad – on the total cost of ownership of your platform. Kobiton knows the hidden costs and shortcomings of big-name, big-price tag testing solutions. We will help you explore the different options and make an informed decision for your unique organization, industry and use case.

Why Kobiton?

⊙ **Flexibility:** Right-sized deployment options to stretch your budget.

⊙ **Efficiency:** Centralized administration and AI help QA work smarter and faster.

⊙ **Autonomy:** Plug-and-play testing your way - in-hand, on-premise, in the cloud - without leaving favorite tools.

⊙ **Affordibility:** The expertise you need at the lowest cost on the market.

Get a Demo

Kobiton

www.kobiton.com