



Custom Software Dev & QA for Marketing Technology Company

PROJECT DETAILS

 Custom Software Development, Application Testing, IT Staff Augmentation

 Oct 2021 - Ongoing

 \$200,000 to \$999,999



"They have the quantity and quality of resources to establish long-term relationships with their clients."

PROJECT SUMMARY

QASource helps a marketing technology company QA their products and feature launches, building automated tests continuously. Their team also helps them develop new features using JavaScript.

PROJECT FEEDBACK

QASource has successfully increased the number of automated tests for the client's products, covering more use cases and reducing bugs in their technology. The team is responsive, flexible, and communicative, leveraging Shortcut for project management. They also excel in long-term partnerships.



The Client

Introduce your business and what you do there.


I'm the CTO of MikMak. We offer marketing technology to the world's biggest brands and allow them to show their shoppers where their products are available, depending on where the users are. Shoppers experience ads on social media, which drive them to our landing pages, where they can find where to buy those products based on their location – we call it Where-To-Buy technology.


In my position, I lead the entire engineering side of our company. I've been working here for about 6 years, building our engineering team from the ground up.


The Challenge

What challenge were you trying to address with QASource?

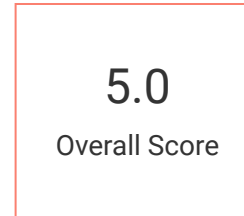
Our platform supports a lot of brands, and we have many different iterations of our products in the market. We realized that our platform had reached a scale and level of complexity that made it hard for us to manage and run its tests on our own. Thus, we needed extra resources to help us with QAing all the different features and functionalities we were launching each week to ensure we weren't breaking anything for the brands using our platform.

 **Adam Van Lente**
CTO, MikMak

 **Software**

 **Oakland, California**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





The Approach

What was the scope of their involvement?

Initially, QASource helped us QA our products and feature launches. However, we later found out that they were able to help us with things beyond QA. Thus, they've helped us develop a lot of new features for our platform since then. As for the technology stack, we use a lot of JavaScript internally, so QASource has used a Java-based tool for their testing, as well as JavaScript for their development work.

Currently, we're building a lot of features. Our main product is the tool that users around the world use to find where a specific product is available. Still, we do a lot of other things with QASource's help as we expand to new clients and grow our presence.

Continuously, we need more features, whether it is because we're going into a new country, language, or currency. We also develop new products with new features, so we launch new features every week. Our internal team focuses on building those new features, but we often find that some of those features can be developed for us by QASource. Basically, they're completely embedded into our team and contribute to our development efforts as if they were full-time employees.

What is the team composition?

We initially started working with two people from QASource for QA purposes. Since then, we've expanded our team to nine people, who now help us develop and QA the technology that we're building. Their team includes two QA engineers and seven software engineers.





How did you come to work with QASource?

QASource came highly recommended to us by our CPO. During our vetting process, we also considered other companies we had previously worked with for short engagements. However, we knew that this would be a long engagement, so we were looking for a fitting candidate.

When we first engaged with QASource, we found out that they were extremely flexible and willing to work within our current processes, demonstrating that they would grow and change with us as our processes changed. They were also able to adapt to our needs quickly without us having to change much, so we onboarded them. We hadn't found those characteristics in other partners; other candidates didn't seem so flexible.

How much have you invested with them?

We've spent between \$750,000–\$1 million.

What is the status of this engagement?

We started working together around Q4 2021, and our engagement is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

QASource has been a huge part of our success to date. When they joined, the metric we were the most concerned with was the number of defects that we were shipping in our code and whether that number could be reduced. Throughout the process, we introduced a new metric: the number of automated tests that we were able to create.

Thanks to QASource, we've definitely increased our automated tests every week. The tests we're building are increasing, and we continue to cover more and more cases in an automated way. Ultimately, having more coverage in our tests allows us to decrease the number of defects our code has when released.

How did QASource perform from a project management standpoint?

Part of QASource's team works within our time zone, so their responsiveness and communication are incredibly good. We also have a few other resources from QASource working in a different time zone, and they still do great work while we're off duty or sleeping. We use Shortcut for project management, through which we also keep in communication.

We have a monthly check-in cadence, where we review what we've produced during the month. During these meetings, QASource asks for feedback, which is a very good practice they use to ensure we're happy with their work.





What did you find most impressive about them?

Aside from their flexibility, the resources that QASource has is impressive. They have the quantity and quality of resources to establish long-term relationships with their clients. For example, if one of their team members can no longer work with us, they immediately bring in a new team member to continue working with us without any disruption.

If I were in a different organization and needed additional resources to augment my staff, I would certainly go back to QASource. They have everything we need from an external team, and we've been very pleased with their work.

Are there any areas they could improve?

I don't have any constructive feedback for QASource; they've been great.

Do you have any advice for potential customers?

Have a clear scope of your project and give QASource clear instructions on what you want. They really thrive in an environment where the product team provides them with a clear set of outcomes that they're looking to achieve so that they can develop the products correctly.

