Crowds - your source of value

Crowdsourcing = outsourcing company tasks to a large, unidentified group of people to find solutions to problems that traditionally have been burdening companies. In software development crowdsourcing means that you solicit services from a voluntary online community, rather than using traditional employees or suppliers.

Crowdsourcing presents many promises, yet applying it is now straightforward.

Collaboration or competition? Should my community be open for all? What kind of a platform should I use? Can I outsource complex tasks? How can I attract professionals? How many people should I aim at attracting? Should I use incentives? How can I be sure the job gets done on time? How can I keep people motivated?

What can you crowdsource?

- **Micro- and macrowork**
  - Design, development.
  - Quality management.
  - Software testing “in the wild”.
  - Fixing defects – e.g. pay per bug.

- **Wisdom**
  - Idea generation, development and evaluation.
  - Value hypothesis testing.
  - Collection of data.
  - Content creation.

- **Outreach**
  - Customer care.
  - Marketing communications.
  - New customer acquisition.

**BENEFITS**
- Rich feedback, fast experimentation.
- Better and more versatile ideas.
- Faster development cycle.
- Stronger product-market fit.
- Faster adoption of new technologies.
- Restraining costs while leveraging business.
- Increased customer loyalty.

**DANGERS**
- Harmful publicity.
- No results, hidden costs.
- Excessive openness and vague IPR.
- Results not delivered on time.
- Results not in align with your strategy.

Let’s discover what enables successful crowdsourcing. We’re looking forward to working with you.

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PS: For this poster, we used crowdsourced graphics from thenounproject.com. Designers include Edward Boatman, Monica Giapala, Andrew Hainen. Gar Thank you. You are awesome!