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Testing a product by [Clark James](#)

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Testing is so important in a products lifeline. Without testing you really shouldn't put any product out there because user feedback is the one single most effective thing you can do with your development.

When you develop a product internally, get internal feedback, test the product internally and then launch it, there is always a risk that you have blind spots for the product. In other words, you cant see the errors that are in the product.

Products are being tested differently. Games and other electronic content are usually being long tested before launching anything. When games are being tested they are monitoring everything from breaking a sweat to blinking an eye. All the data is then being collected and analyzed with experts.

Another interesting product that is heavily tested is tires. For example Nokian tires are constantly being tested in extreme conditions.

In Nokian tires half of all the research and development money is put into testing, this is a great deal of money and it is well spent.

Tires (in Finnish: rengas) are being tested a lot in the winter time and in extreme condition. The basic scheme for testing in Nokian tires is 24/7 and six months of pure testing in the most arctic conditions on the planet.

Nokian tires have a testing center in Lapland, which is over 700 square kilometer in size. In this test center all magic is to happen. The testers who drive the cars don't really do anything else but to feel the tires with different cars in different conditions. The drivers are called the feeling takers.

When you get the results from testing something whether it's a tire or a game you should usually tell your potential customers about this. It is always good to say that a product is tested and proven to be good because that raises more trust among your customers.

Testing is not the key thing though. You have to remember what happens after the testing. Further development. The test results and analyzes are always used to create even better products in the future. That's how you do proper business.

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