

Crowdtesting with Testbirds

Crowdtesting means we test and help optimize the user-friendliness, usability, and functionality of digital products in real-world conditions using the collective power of a global online community – our Crowd.



Crowdtesting benefits

Relevant target group – we have 1,000,000 testers in 193 countries, 65+ demographic criteria. This means we can provide target groups that match the real end-users of clients.

Device diversity – our Crowd offers a large variety of devices and systems, matching any testing requirements. Replicating an in-house device farm of this scale is very difficult and expensive.

Real-world conditions – using real users with real devices lets us test products in real-world conditions, and discover issues that are overlooked with in-house testing.

Ad-hoc availability & suitability – our Crowd is available when clients need it and their testing expertise is applicable for all stages of the development life cycle.

Real-time status tracking – clients can follow the progress of their projects on-demand through our platform, the Nest.

Flexibility & cost control – with our virtual currency, BirdCoins, clients have the flexibility to create, run, and evaluate their tests when it best suits them through our Self-Service model. Bug reports can be exported to the client's platform so they can start working on tickets immediately.

Experienced project managers & reporting – with our Managed Service, our project managers create, coordinate, and evaluate the tests and provide detailed reports including suggestions on improvements/optimization.

Key credentials

Experience – in 10 years as a company we've completed countless projects with a variety of top clients worldwide, achieved a customer satisfaction of 9.2/10, and established several strategic partnerships with large brands.

Certifications – our Crowd consists of both regular end-users and professional testers, with over 70 certifications, including ISTQB, CAST, CSTE, and more.

Code of Conduct – we initiated these guidelines for fair working conditions in crowdworking. Our CoC is supported by the German Crowdsourcing Association and other companies working with crowdsourcing.

Awards – we've received many awards over the years, primarily for innovation and rapid growth, from reputable sources such as Deloitte, McKinsey, Financial Times, and more.

Who & what we work with

Industries:

- Automotive
- Banking, Finance & Insurance
- Broadcasting & Media
- Gaming
- Manufacturing
- Retail & Ecommerce

Use Cases:

- Websites/Online shops
- Mobile apps
- Chatbots/virtual assistants
- IoT devices
- Games
- Wearables

UX Testing with Testbirds

The user experience (UX) is crucial to the success of a digital product. If a product doesn't meet the needs of its users, there are many alternatives they can easily switch to, leaving an underperforming product behind.



Testbirds

UX

UX Testing benefits

Relevant target group – our large and diverse Crowd allows us to provide specific users that match the client's target group.

Device diversity – if a product doesn't look and act the same on all devices and systems, users will be confused and the client's brand will have an incoherent image.

Real-world conditions – real users with real devices test the user experience and discover issues that can only be found with real-world testing.

Testing throughout development – testing a product both in development and after release, means that it's continuously improved with essential user feedback.

Immersive feedback – our Crowd gives feedback on the usability of a product, but also on what they think of the look & feel and why.

Operational blindness – even if developers/designers are experts in the products they create, they may be too close to give an unbiased perspective.

Customisable use cases – we test literally any digital product, no matter if it's apps, websites, IoT devices, or an entirely new concept.

Comparisons & benchmarks – we compare products to those of the competitors for unbiased feedback. We can also benchmark a product against itself or industry standards.

Experienced UX consultants – our project managers with certified UX experience evaluate and review tests, and provide detailed reports with suggestions for optimization.

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QA Testing with Testbirds



Quality assurance (QA) prevents bugs and other functionality issues in a product. This includes both minor bugs that cause frustration or major issues that completely hinder the intended use of a product.



QA

QA Testing benefits

Varied tester mix – in our Crowd we have both **certified testers** who provide their skilled expertise and **real end-users** who find issues that are discovered in the true use of a product.

Certified testers – within our Crowd we have over **70 different certifications** including ISTQB, CAST, CSTE, as well as Selenium, Jenkins, and many more.

Device diversity – our Crowd offers a **large variety of devices and systems**, matching any testing requirements. Replicating an in-house device farm of this scale is very difficult and expensive.

Real-world conditions – using **real users with real devices** lets us test products in real-world conditions, and discover issues that are overlooked with in-house testing.

Early improvement – we provide **testing throughout development** which means that issues can be found early and won't be carried forward into future development rounds.

Real-time status tracking – clients can **follow the progress of their projects** on-demand through our platform, the Nest.

Bug reporting & exporting – our project managers create **categorized bug reports** according to severity. Clients can export bug reports into their in-house bug-tracking software for immediate improvements.

Bug approval – bugs that are found on one system can be quickly checked on other systems. We can also help identify **bugs that cannot be reproduced in-house**, through the power of our Crowd.

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Curious about Crowdtesting?

Get in touch now!

We're looking forward to working with you.

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Testbirds

Building a better digital world –
together.