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
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.

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.

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 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.