



Testbirds

VEON – An A/B Comparison Study

Testbirds Case Study

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All quotes unless otherwise stated by David Kane, Director of Editorial Content, VEON

Testing in the real world

VEON, one of the world's largest Telco companies, invested in an A/B comparison study on the user interface (UI) for their new app with Testbirds, using a group of 40 participants based in Pakistan and Russia that matched VEON's target audience.

“The team at Testbirds convinced us with a thorough pitch and a ‘can do’ attitude despite the tight deadline and disparate nature of the territories involved in the test.”

Dedicated project management

Having opted for a managed service, VEON benefited from full project management support from one of Testbirds' experienced UX Project Managers who supported in the creation of use cases specifically designed to extract qualitative feedback from testers in a manner that eliminates bias.

The Testing Process

Testbirds aims to gather concrete, unbiased results that clients can use to increase the quality of their digital products. Analysis of this comparison study revealed feedback that was crucial for the success of Content Discovery within VEON. Throughout the test, the vast majority of testers indicated that version B was preferred when comparing the app's various features. For example, when looking at the app's Carousel, one tester noted that: "This app is designed for mobile, the best part in version B is the use of the carousel to maintain the context without forcing the user to scroll further down the page. It balances information density with the limitations of small screen."

“Curating and creating content is just part of the challenge we face. With so much competition and ‘digital noise’ the discovery of content is often an even bigger obstacle for content creators; the research carried out by Testbirds proved our instincts were right with a combination of invaluable anecdotal and quantitative data. The process was clear and the team at Testbirds provided useful feedback and advice throughout.”

Implementation of results

“The results of the A/B comparison UI test for content discovery on VEON had a direct impact on the platform and business and we are grateful for Testbird’s efforts. I wouldn’t hesitate to work with them again.”

The results of this A/B comparison study were used to determine which UI version (A or B) was more engaging for VEON's target audience. Real world testing with native testers ensured that the app was well received in VEON's target markets: Russia and Pakistan, and recommendations from Testbirds' Project Manager, helped ensure that VEON's Content Discovery platform is best suited to its target group and various device forms.

QA and UX testing with Testbirds

Testbirds aims to provide extensive QA and UX feedback by utilising its crowd of over 200,000 testers with more than 450,000 devices. Experienced project managers oversee and execute complex projects for more than 500 clients on Testbirds' own testing platform, "The Nest", greatly saving costs and development resources for companies looking to create and maintain technology and software that dominates their respective markets.



Testbirds specialises in the testing of software such as apps, websites and Internet of Things applications by using innovative technologies and methods. Under the slogan, "Testing Reality. Real users. Real devices. Real time. Gain essential insights through our platform with crowdtesting and cloud devices", Testbirds aims to become the world's leading company for innovative software testing solutions. With over 250,000 testers in 193 countries, Testbirds is now one of the world's leading crowdtesting providers. In addition, the company offers cloud based technologies for the optimisation of digital products. The combination of the two form Testbirds' unique portfolio that promises to take the quality of technology to the next level.

Testbirds was founded in 2011 by Philipp Benkler, Georg Hansbauer and Markus Steinhäuser. Today, the company has over 100 employees with offices in Munich (headquarters), Amsterdam, London and Stockholm, franchises in Hungary and Russia and sales partners in Italy.



Would you like to know more?

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