



Testbirds

# How e-retailer OTTO optimises its webshops through crowdtesting

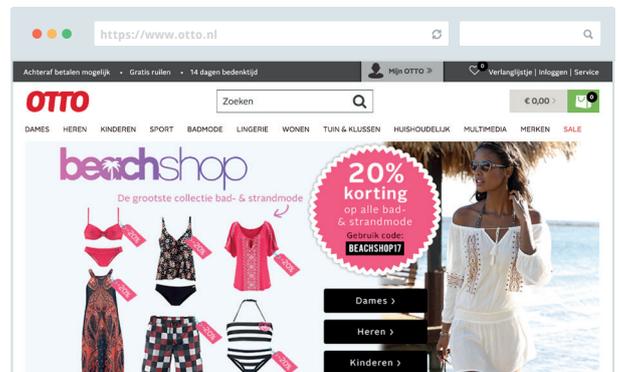
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Testbirds Case Study

**“By crowdtesting on the right devices with the right browser versions and operating systems, Testbirds helps us deliver more customer-friendly websites and keep them customer-friendly”**

**Corny van de Wal, Team Manager Shop Development & Production**

Otto BV is one of the largest companies within the internationally operating Otto Group, an established organisation with a long history in home shopping. OTTO has proven itself to be a top player in e-commerce, offering one of the widest ranges of consumer lifestyle products in the fashion, home and electronics markets. The company strives to offer its customers the best possible shopping experience within the existing online channels. Testbirds helps OTTO achieve this by systematically conducting extensive end-user research, in the form of bug and usability testing with crowdsourced testers.



## Challenges

Within OTTO, short continuous development life cycles are continually at play. Resources however, can present a challenge. “We run weekly deployments where we go live with new or adjusted functionalities”, says Corny van de Wal, Team Manager for Shop Development & Production. “From small color changes to completely new check-out integrations, it’s of the utmost importance that all functionalities work well for our customers and are user-friendly at the same time. We run our internal QA in a dedicated testing environment as part of managing this. However, when testing, we obviously cannot own all the devices, operating systems and browser versions available in the market. In addition, testing must happen in a relatively short amount of time, and be flexible enough to fit within our cycle.”

## How Testbirds helped

Testbirds offers crowdsourced and cloud-based testing solutions to optimise digital products, such as apps, websites or enterprise software. For OTTO, the testing provider recurrently executes functional and usability testing as an addition to their internal test processes. “Every month, we let Testbirds test adjustments to our website that have been deployed the month before, via actual end-users who own the devices we require,” comments Van de Wal. “We get direct feedback on any functional issues or problems within the usability of our online channels. All bugs are registered in Testbirds’ platform, which is great to work with. It instantly makes visible the kind of issues that surfaced and many bugs are accompanied with screenshots and even video’s. Furthermore, Testbirds’ project managers pro-actively support the crowdtests and guide us through all projects in an adequate and flexible manner.”

### OTTO’s Martina Terzić about working with Testbirds

One or two weeks prior to starting the crowdtest, I was in contact with Testbirds’ project manager. We composed a test script ourselves, mostly ten use cases concerning several topics. It’s tremendously useful however to exchange ideas with the project managers on the use cases and test scripts, since they often offer a different but valuable perspective. I’ve always experienced the communication with Testbirds to be flexible and fast. They genuinely consider the tester distribution, which is great. And, of course, they make sure that the crowdtests run smoothly, so you don’t have to worry about a thing. Afterwards, Testbirds also organises a debriefing to evaluate the test, the results and the process in general.

# Results

OTTO & Testbirds: Testing in Numbers					
Tests conducted	Types of test	Number of testers	Tester devices	Bugs found	Bugs by severity
5 crowdtests in 6 month time	Exploratory Bugtests BugAbility™ (functional and usability testing)	116 in total 23 average per test	Desktops, tablets and smartphones	249 in total	Low priority: 114 Medium priority: 98 High priority: 35 Critical: 2
					

OTTO is extremely content with the crowdtests that Testbirds has conducted. This e-retailer's comprehensive webshops are produced by teams in an international setting. Through crowdtesting, OTTO not only received feedback on issues, but also positive confirmation that their channels work well for customers in the Dutch market. This testing approach is regarded as a cost-efficient one by the company. Van de Wal elaborates: "In-sourcing all the devices that Testbirds can test with is extremely expensive. An infrastructure needs to be set up, devices need to be acquired and maintenance would be a nuisance. More importantly, besides all of that, all bugs that are removed from our channels improve our chances of not only increasing sales, but also enhancing customer retention. Every new or existing customer that encounters a bug easily becomes a lost customer. Testbirds helps us to optimise the customer experience, which in the end delivers more satisfied customers." More tests are set to follow with the testing provider since OTTO has opted-in for a strategic collaboration. Van de Wal concludes:

**"We have a continuous process of change, adjustment and improvement. Testbirds offer their testing solutions with the same flexibility and agility, which made us decide to embed their testing services continuously into our development cycle."**

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 4.0 – The Next Generation of Quality", Testbirds aims to become the world's leading company for innovative software testing solutions. With over 200,000 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 Steinhauser. Today, the company has over 65 employees with offices in Munich (headquarters), Amsterdam, London and Stockholm, franchises in Hungary and Slovakia and sales partners in Italy and North America.



## Interested in crowdtesting?

Contact us for a free consultation:  
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