

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.

400,000 Testers

900,000 Devices

193 Countries

UX Testing Benefits



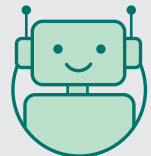
- › **Relevant target group** – our large and diverse Crowd allows us to provide specific users that match the client's target group.
- › **Device diversity** – if a product doesn't look and act the same on all devices and systems, users will be confused and the client's brand will have an incoherent 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.

Key Credentials



- › **Experience** – in 8 years as a company we've completed 1,800+ projects with more than 700 clients, 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. There are more than 70 certifications, including ISTQB, CAST, CSTE, and more.
- › **Code of Conduct** – we initiated these guidelines for fair working conditions in Crowdfunding. Our CoC is supported by the German Crowdsourcing Association and other companies working with crowdsourcing.
- › **Awards** – we've received many awards over these few, short years, primarily for innovation and rapid growth, from reputable sources such as Deloitte, McKinsey, Financial Times, and more.

Who & What We Work With



- › **Industries** – All digital products need testing but there are certain industries we've done extra well with:
 - › Retail
 - › Media
 - › Tourism
 - › Logistics
 - › Finance/Insurance
 - › Automotive
 - › Manufacturing
 - › Lifestyle
- › **Use Cases** – Again, all digital products need testing but these are our specific use cases (so far):
 - › Websites/Online shops
 - › Mobile apps
 - › Chatbots/virtual assistants
 - › IoT devices
 - › Games
 - › Wearables