

# Case Study

**Simplot** Australia Is The Name Behind Australia's Favourite Food Brands.  
Whatever the occasion our brands have been an integral part of Australian life for generations. Some of our brands have long histories that reach back more than 100 years.

## Why an Australian food giant embraced crowd testing for its latest venture

### EXECUTIVE SUMMARY

#### ✔ Application Type

Web application and eCommerce  
[www.dishd.com.au](http://www.dishd.com.au)

#### ✔ Service Delivery Model

Managed Service: A professional Test Manager managed the crowd, validated defects and prepared deliverables

### TEST TYPES



Functional exploratory testing (guided)



Product Verification testing



Usability testing



Performance testing



Cross browser testing



Device compatibility testing



Cross device testing

### KEY RESULTS

- ✔ Speed: 80% of testing complete within two days
- ✔ Number of devices under test: 37
- ✔ Number of defects found: 234
- ✔ Number of crowd testers: 129
- ✔ Total duration: Entire test cycle and reporting completed in five days

### DELIVERABLES

- ✔ Defect Log (reviewed, validated, duplicates removed)
- ✔ Test Summary Report
- ✔ Usability Report with usability suggestions
- ✔ Think-aloud videos: Five potential customers

**234** valid defects found within five days

**37** browsers tested running on 12 different devices

## BACKGROUND

One of the great success stories in the Australian food industry, Simplot, needed to supplement their supermarket and foodservice customers with online customers.

To do this they required a cost-effective and powerful way to test their online applications with real customers, in real-time environments, using real devices.

For Simplot, their new dish'd food delivery service ([www.dishd.com.au](http://www.dishd.com.au)) was the perfect candidate for managed crowd testing.

This web-based food delivery service had just launched, however Simplot had no idea what customers thought about the website experiences, and they were concerned they'd only found a fraction of the site's total number of bugs.

## OUR SOLUTION

Using our crowd testing platform, we engaged 126 qualified functional testers from around the world, and 40 usability testers based in Australia who fit Simplot's target profile – recruitment took less than a day.

After testing commenced, our crowd of exploratory testers found all known dish'd defects, plus over 150 valid defects unknown to Simplot. In total we found 234 valid defects, including 10 'high' severity bugs. We tested 37 browsers running on 12 devices, and subjected the site to almost 400 person hours of testing – and everything was tested and validated within five days.

Our crowd of usability testers recorded their impressions via think-aloud videos while exploring particular user pathways specified by Simplot. These testers also completed questionnaires, developed in conjunction with Simplot. A range of insightful recommendations were summarised in our written report, including: icons to support food choices by vegan and vegetarian customers; suggestions to simplify the checkout process; and issues with the accuracy of the search functions.





## CLIENT RESPONSE

To say Simplot was impressed is an understatement. Comments from Catherine Bennett, QA Lead, Simplot, include:

- “Once we had made the decision to engage crowdsprint® for a round of crowd testing, the process was very simple and straightforward. The questionnaire to discover our requirements was very helpful in defining the scope of the testing.”
- “We received regular communication on the status of the platform leading up to the trial and were given excellent support in the creation of the usability surveys and guidelines for the crowd. The process was very well organised and professional. Our nominated test lead was effective immediately and alternate contact points were established in advance to ensure seamless communications and test coordination.”
- “The daily status updates from the test lead were very informative. The summary information was very useful and the breakdown of coverage by countries was particularly interesting. We had anticipated receiving the defect report at the end of the test cycle but were very pleased to start receiving user feedback and defect information from the second day of the trial onwards. The level of detail in the reported defects/suggestions was excellent and screen captures were very useful.”



- “The think-aloud videos provide a very useful tool in capturing the first impressions of new users to the site. By watching how the users navigate the menus we can gain an appreciation of those issues that could result in a poor user experience or lost opportunities. We had initially considered crowdsourced testing in terms of software quality assurance but with tools like the usability survey and think-aloud videos, there was a whole new dimension of market research available to us in the trial.”

The crowd testing cycle represented excellent value for money-taking into account the number of testers involved, the amount of testing performed, the mobile device coverage, and the quantity of defect information and user feedback received.

