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HUM

BEAUTY STARTS FROM WITHIN

HEALTHY INSIDE,
RADIANT OUTSIDE

The nutrients you need to
look and feel your best

GET STARTED

test IO

Case Study: HUM Nutrition
A Test a Day Keeps the Bugs Away

HUM

Company size: 50
Company location: Los Angeles, CA
Testing type: Functional
App type: Web
www.humnutrition.com

HUM Nutrition is a beauty nutrition brand offering an incredible array of nutritional solutions to help you look and feel your best. Aekta Das is the Product Manager at HUM Nutrition. Her technology team manages HUM's subscription-based D2C platform. Her team has been focused on scaling infrastructure, streamlining back-end processes, and improving existing subscriber experience through new and improved utility. Aekta's team, which includes a Director of Technology and Frontend Developer, works with test IO to support their functional testing efforts.

BEFORE TEST IO

What was the problem you were having before you discovered test IO?

"When we were migrating our site from PHP to an upgraded javascript, we were missing major bugs and losing track of which releases caused them. More often than not, we had relied on customer support tickets in order to flag them. Since we didn't have QA resources at the time, I spent a lot of time on BrowserStack trying to replicate issues and catch new ones before customers did."

FRUSTRATIONS

What did the frustration feel like as you dealt with QA challenges?

"Because my team is small, a lot of our collective time was spent on investigating technical issues, not to mention the pain of regression testing on areas we didn't even make direct updates to. It was cumbersome to the point where it was diverting our attention off of making improvements to our user journeys and UX-driven projects."

WHY TEST IO?

What was different about test IO (vis-a-vis competitors or existing processes)?

"Once we knew that QA resources had become necessary, the question became whether we were looking to hire internally, utilize crowdsourcing (a new concept to us at the time), or do both. After a trial run with test IO, we decided that they had the capability to act as a full QA resource due to their comprehensive access to hundreds of testers who are able to test across dozens of device/browser combinations in such a short period of time."

THE SWITCH

Take me to the moment when you realized test IO was working to solve your QA issues.

"Prior to making a big release to our storefront, we ran a rapid test on our staging environment. We had at least 30 bugs returned to us, including four that were critical to the purchase flow. Catching these beforehand helped us mitigate potential risk to our customer experience and revenue."

LIFE TODAY

Tell me what life looks like now that you're using test IO.

"Test IO has given a lot of time back to my team, allowing us to scale our infrastructure and functionality without it being at the expense of our creative endeavors. We are able to test more extensively in a shorter period of time than we could have done ourselves or with an internal QA resource. I'm personally a huge fan of the video replications which help us to see exactly how/where bugs are triggered and give us visibility into our site's rendering. In addition to the functional use cases, I recently ran our first usability test and was really impressed with the feedback. I'm looking forward to running more of those in the future."

About Test IO

test IO helps software teams ship high-quality software faster. As a global leader in software crowdtesting, we speed up agile software development teams with a platform for on-demand QA testing throughout the entire development cycle. Test setup takes just minutes, and we dynamically allocate human testers under real-world conditions to fit your specific testing needs. No more QA bottlenecks at the end of your sprints.

Our community of thousands of professional QA testers ensures on-demand availability when you need testing and guarantees coverage across all the devices, operating systems, regions, and languages that matter to you. Test results can be delivered in as little as an hour within the development tools you already have in place.

Founded in Berlin in 2011, test IO is headquartered in the Bay Area and is the trusted testing partner of leading companies such as Edmunds, SoundCloud, and 1800Contacts.

test IO