

## (On-Demand)

## Case Study

*"...we love our website but because we live and breathe it everyday, Cloud Testers is a brilliant way for us to easily get an independent, third party perspective on what really works in the real world and what doesn't - by experts who know exactly what they're doing and just get on with it! Thanks to Cloud Testers we have a clear idea on where to focus our efforts on the functionality, usability and performance aspects of our site."*

**Coral Stanion - Nazeri, Action for Children**



### Real world testing.

### Real world Christmas giving.

In lieu of our Christmas cards budget in 2011, Cloud Testers was fully managed and provided to Action for Children with our compliments. We were pleased to fund donations by every tester - they all tested the donation function for real!

A huge thank you to our wonderful team of Cloud Testers on this Christmas project, who generously gave their time without charge - Richard Morris, our Account Manager and Richard Collins, our Cloud Testers Manager led David Andrews, Rob Diamond, Tim Eades, Joe Hall, Jyo Jakkula, Gurpreet Jheeta, Harendra Kumar, Khalid Mahmood, Aaron Martin, Jim O'Dell, Sagar Patel, Satish Patel, Ces Serluca, Hamid Shokouhi and Mark Walsh.

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**Working with 200,000 children across 479 projects spanning the UK, this national children's charity turned to Cloud Testers for reassurance...**

### Background








For the last 140 years, Action for Children has been supporting and speaking out for the UK's most vulnerable and neglected children and young people. In recent years their website - [www.actionforchildren.org.uk](http://www.actionforchildren.org.uk) - has become a cornerstone for communication and fundraising. The in-house team knew it was critical for the site to be tested for compatibility with the range of devices, operating systems and browsers typically used by visitors today and realised an independent review by a "fresh pair of eyes" would be invaluable.

### The Solution

Centre4 Testing quickly designed a test plan to assess each aspect of the site against 3 criteria; delivery, usability and performance. A team of 15 Cloud Testers was assembled and set the objective of providing a level of reassurance that the presentation, navigation and linkages supported a positive user experience. Critically, the donation function needed to work consistently and quickly enough across all different user environments.

### Results

Against the environments, from Backberry to iPhone, Windows to Mac, professional testers explored the site and reported back using the Cloud Testers methodology:

-  **Presentation** - application layout clarity
-  **Interface** - how well the pages operated
-  **Linkages** - did connections to other pages resolve correctly?
-  **Navigation** - ability to navigate around the site
-  **Usability** - how well the application met the users expectations
-  **Features** - were features evident and reachable?
-  **General Feedback** - performance, brand empathy and recommendations

The project was fully managed within the Cloud Testers service and was completed end-to-end in just a few days. The client was able to watch test results real-time in their own Cloud Testers dashboard, made possible by running the project on the cloud-based Zephyr test management platform. Graphs and charts reflect empirical pass/fail results for the site attributes under test.

**"On-Demand Cloud Testers provides assurance and evidence to use in development roadmaps"**

It's virtually impossible to manage in-house all the configurations used by Cloud Testers and keep up to date with the daily-changing technology which customers, visitors and staff are using to access online applications and websites. The On-Demand Cloud Testers service quickly provides assurance and evidence to use in development roadmaps. Gratifyingly for the team at Action for Children, one Cloud Tester summed up their visit to the site on an iPad2 as "a good experience, easy to navigate and clear pages, pleasing use of colours, cartoons and real images. I would recommend it to a friend and believe it appeals to all ages."