# Case Study

![crowdsprint logo]

![HCF logo]

THE CHALLENGE

It has been a year of transformation for HCF, one of Australia's largest combined registered private health fund and life insurance organisations. HCF is known for always 'putting their clients first'. With the objective of providing genuine value to its members, HCF launched innovative mobile apps programs such as 'Quit Smoking', 'Be Happier', 'Get Fitter' and 'My Health Guardian'. Crowdsprint had to ensure these apps were providing the best user experience possible across all platforms and browsers. Additionally, Crowdsprint was engaged to test the path to purchase of its online insurance products to ensure potential buyers had a positive experience throughout the buyer journey.

Get Fitter app

Quit Smoking app

Be Happier app
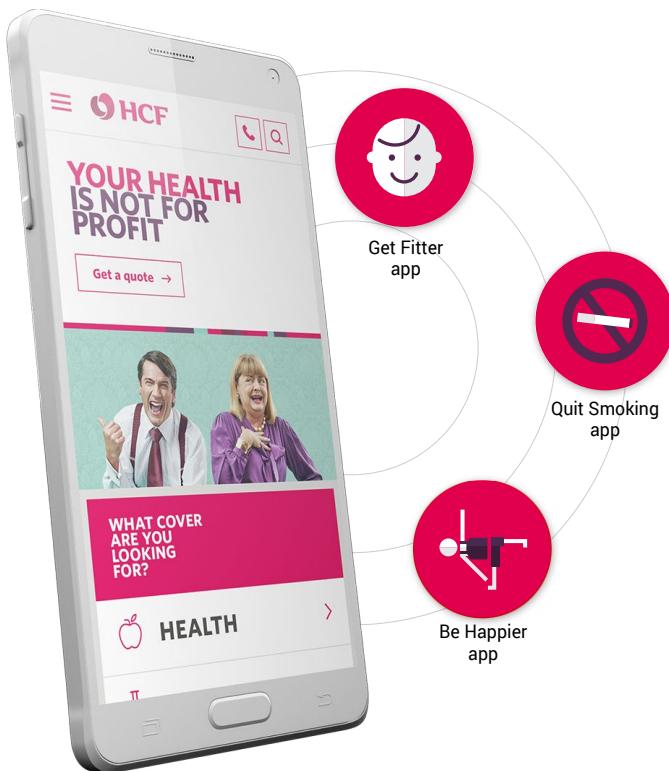
THE SOLUTION
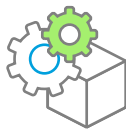
Functional exploratory testing

Usability testing

Cross browser testing

Device compatibility testing

Using functional exploratory and usability testing, we performed 7 test cycles across unique devices, operating systems and browser versions. These test cycles were integrated and delivered within an Agile Framework. We engaged between 40 to 60 testers, covered up to 40 unique device combinations and completed each test cycle within 5 days. Revolution IT Test Managers closely monitored and guided the crowd testers and reviewed every defect before delivering results.

THE BENEFITS

Thanks to crowdsourced testing, HCF was able to engage testers that met the profile of their target audience. As a result, high quality mobile and responsive apps were successfully launched, allowing HCF to create real value to customers by helping members improve their health and wellbeing. The buyer journey of its online insurance products was improved, allowing HCF to maintain its customer-centric and high quality digital experience strategy.
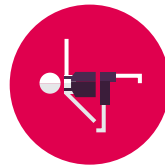
BE HAPPIER
Mobile app

44 Testers
25 Unique devices
213 Defects removed
5 Days per test cycle

QUIT SMOKING
Mobile app

48 Testers
25 Unique devices
211 Defects removed
5 Days per test cycle

GET FITTER
Mobile app

58 Testers
20 Unique devices
232 Defects removed
5 Days per test cycle

INSURANCE
E-commerce website

38 Testers
40 Unique devices
235 Defects removed
5 Days per test cycle

I've found the process to be excellent. It's been a great relief to be able to get the breadth of testing that we needed. I've been very happy with the method of reporting, which has made it very simple to verify and send the info to my developers.

HCF