XING
DAS PROFESSIONELLE NETZWERK

XING Internal TestCompetition

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Quality Assurance Department

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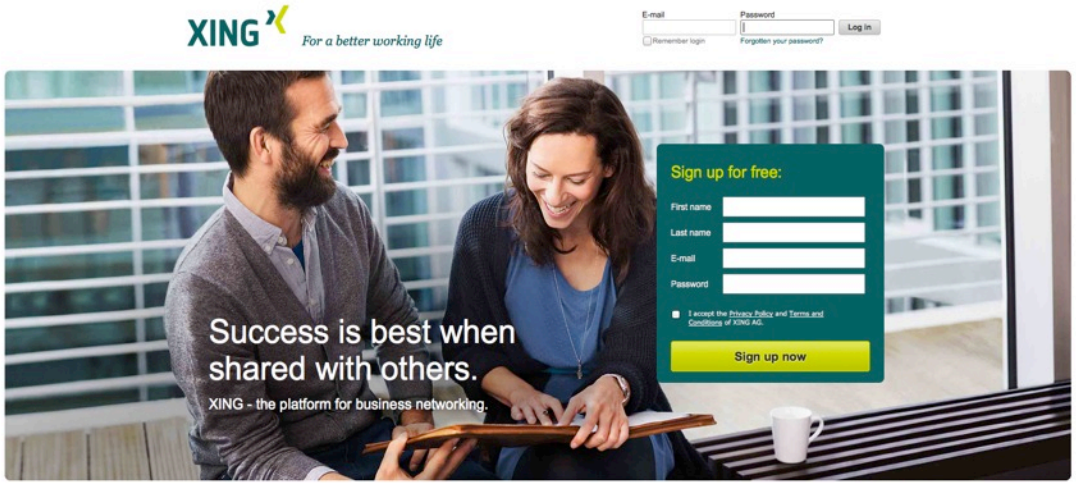
About XING

XING ...

... is the leading social network for business professionals in D-A-C-H

... includes several different products

- Groups
- Jobs
- Company Profiles
- ...



The general context

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- **XING** has 500 employees in Hamburg (28 nationalities) and ~ 14 mil. Users
- **XING** works agile
  - ~ 15 production teams using Scrum / Kanban
  - 1 QA manager in each production team
  - Staged releasing: internal, closed beta, beta, all-users
- Using UX user sessions in house, A/B testing in production

The general context

Our main goals

- Enhance usability
    - focus shifts to user experience and usability
- Achieve better “first impression”
    - before release, even in Beta stage
- Tackle some of the Beta Feedback limitations:
    - Feedback from Beta is not systematic
    - Cannot observe users
    - Cannot focus the tasks (scope)

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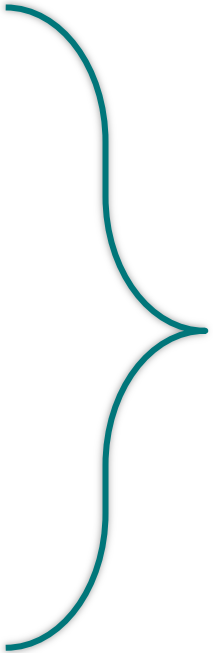


more relevant Usability Observations necessary

What is Usability ?

- “In large part, what makes something usable is the absence of frustration in using it “ [1)]
  - the user can do what he / she wants to do …
  - … the way he / she expects to be able to do it …
  - … without hindrance, hesitation or questions
- “Product or service should be useful, efficient, effective, satisfying, learnable, and accessible” [1)]

1) Handbook of Usability Testing: Howto Plan, Design, and Conduct Effective Tests

The general context

Usability Observations: **Inside the Team**

- Team has above-average exposure
- Team might not be objective
- Team rates issues different than end users

The general context

Usability Observations: **Crowd**

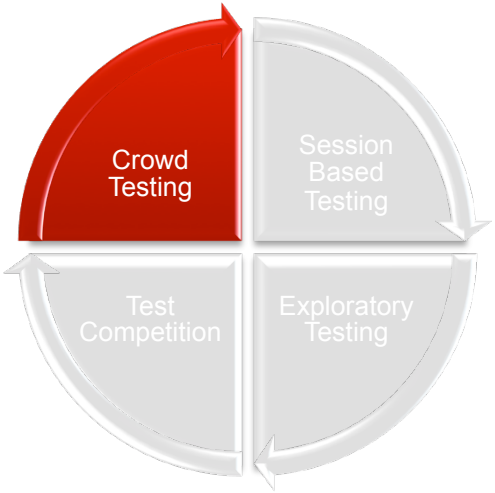
- Relevant and valuable
- **But** typical Crowd testing means:
  - Training / longer introduction
  - Non Disclosure Agreements (NDAs)
  - Complex coordination
  - “Almost done” software
  - challenging to follow-up on certain observations

Adapting the Crowd Testing Model (4 Steps)

Adapting the model

1) Keep it “crowdy”

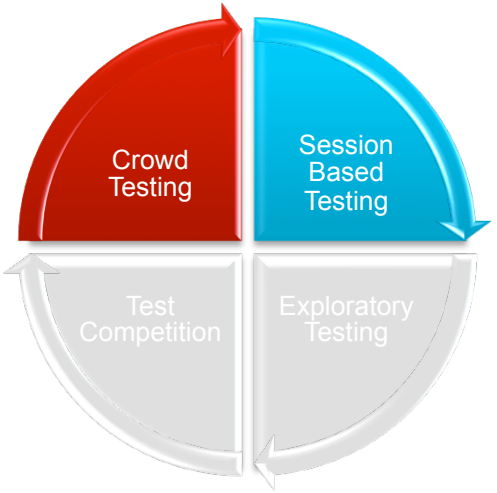
- Assumption: Crowd = Everyone – DevTeam
- Possible in companies with 50+ employees
  - PO, SM, VP, CEO, CTO, User Care ...
  - do not require NDAs
  - only short introduction
  - Easy organization
  - Easy to follow-up



Adapting the model

2) Keep the relevancy

- Defined scope for exploration
- Defined “rules of the game”
- Limited time



Adapting the model

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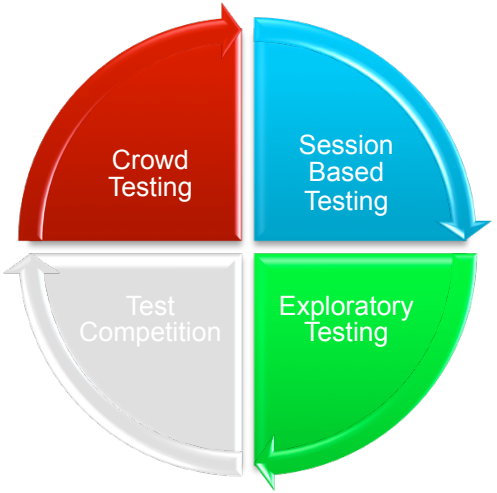
3) Keep the user perspective

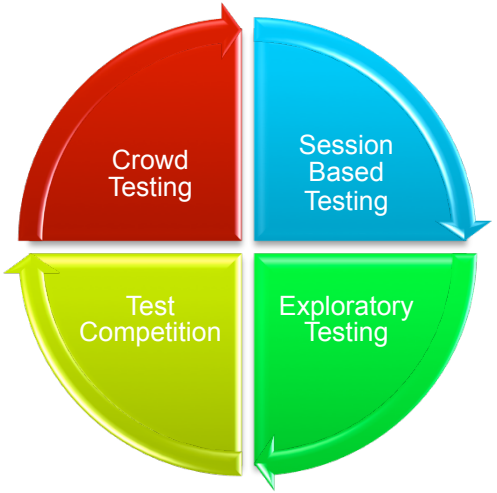
- No detailed introduction
  - encourage free exploration
- Pair people with different backgrounds
  - Share different view on product
- No camera, no one-way mirror, no “think out loud”



Adapting the model

4) Keep the motivation

- Recognize different aspects of feedback
- Encourage competition
- Motivate colleagues to join more than one session
- Based on previous experience on NRG Testcompetition
  - http://www.nrgglobal.com/general/test-competition-results



OUR CASE:
XING INTERNAL TESTCOMPETITION

Our Case: The XING Internal TestCompetition

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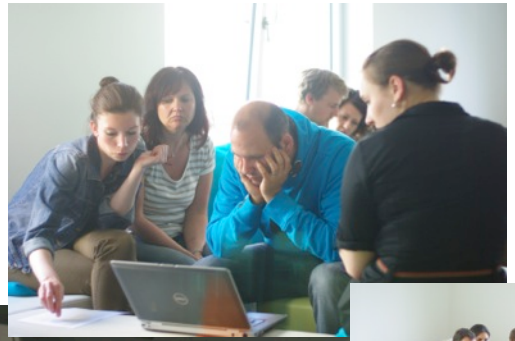
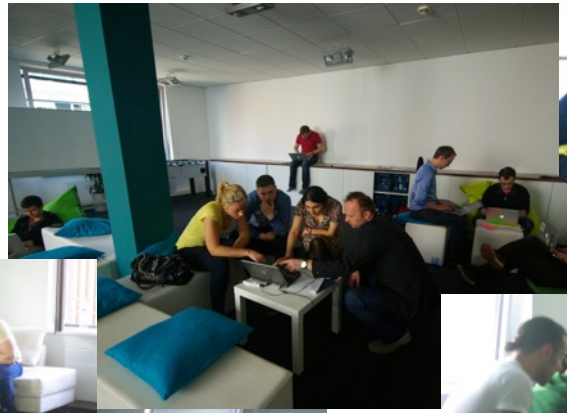

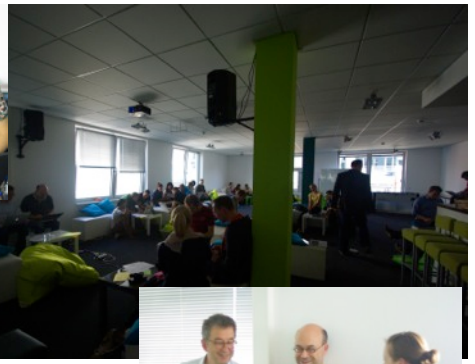
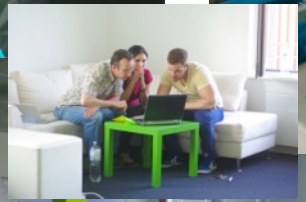
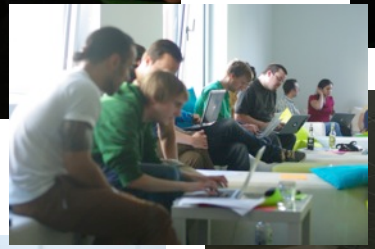
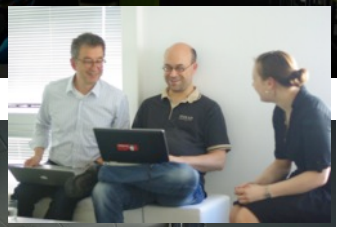
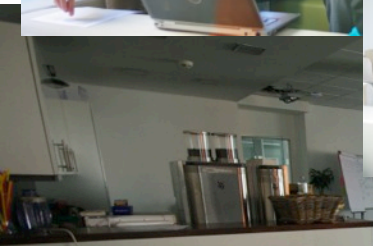

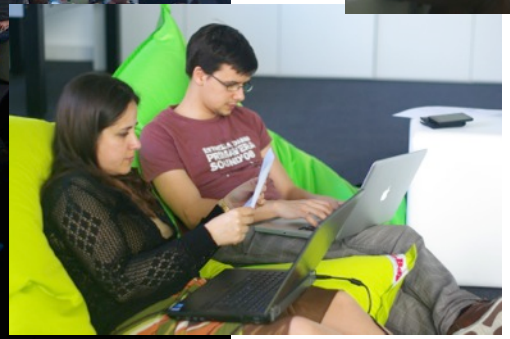
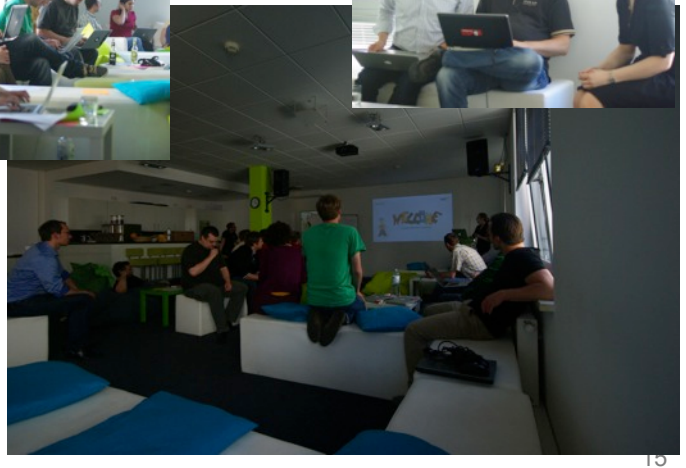

Our Case: The XING Internal TestCompetition

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Organizational setup

- Event organized by QA department
- First Competition prepared during Innovation Week
- Set up groups of 2-3 people (different departments)
- Session for 2 hours (30 min introduction and debriefing, 90 min testing)

Our Case: The XING Internal TestCompetition

MODEL ANALYSIS AND LONG TERM IMPACT

What we achived

i. Able to improve usability (not only functionality)

ii. Achieving better “first impression” (even with Beta)

iii. Tackling some of the Beta Feedback limitations – we can:
- easily collect qualitative feedback
- observe users
- focus the tasks (scope)

Additional side effects

i. Quality awareness

ii. Usability awareness

iii. QA team exposure

iv. Collaboration inside the company

Limitation of the model

Company internal “Crowd” may be biased and not representing the average user

BUT

the advantages of the model outbalance this limitation

Improvements of the model

i. Ergonomics and Lab <> Environment gap

ii. Go Mobile

iii. JIRA live dashboard

iv. Use SUS scale

System Usability Scale (J.Brooke)

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1. I think that I would like to use this system **frequently**
2. I found the system unnecessarily **complex**
3. I thought the system was **easy** to use
4. I think that I would need the **support** of a technical person to be able to use this system
5. I found the various functions in this system were well **integrated**
6. I thought there was too much **inconsistency** in this system
7. I would imagine that most people would **learn** to use this system very quickly
8. I found the system very **cumbersome** to use
9. I felt very **confident** using the system
10. I needed to **learn** a lot of things before I could get going with this system

Long-term Development of the Event

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- 1st Test Competition
  - Learned about the business benefits
  - Discovered the Usability opportunity
- 2nd Test Competition
  - Optimized event organization
  - Established regular quarterly test competitions
  - Worked closely with Product Owners

Long-term Development of the Event

- 3rd Test Competition
  - Mobile testing
  - SUS
  - Optimize the lab and real-time feedback
- 4th Test Competition
  - Standardize the usability practices in the company

Conclusion

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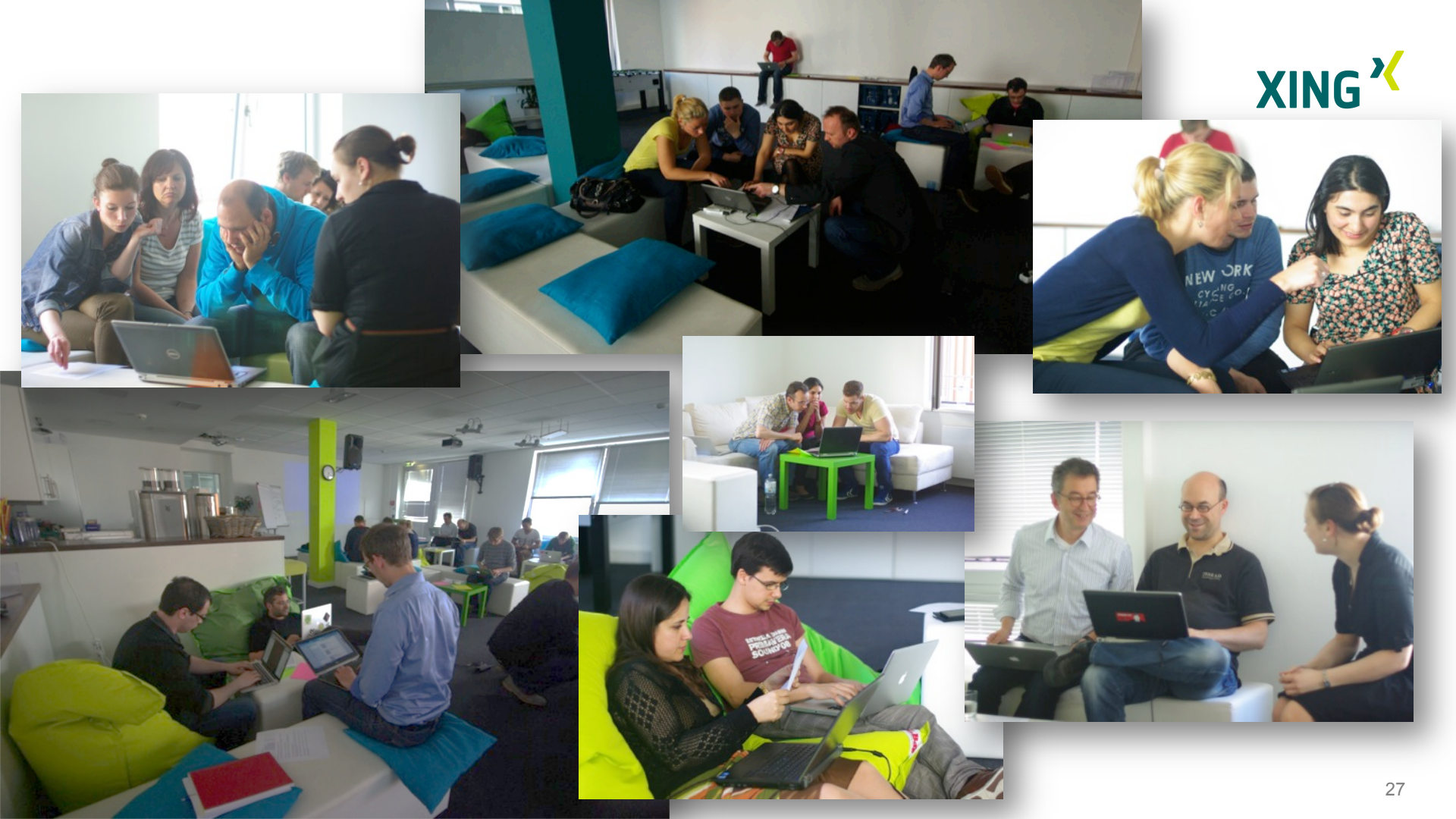
1. First impression about a product is really important
   - even in Beta
   - do not neglect usability issues

2. Use the potential and diversity of your staff
   - esp. non-QA people
   - think about motivation

3. Adapt test techniques to your context
   - not the other way around
   - think about business benefits



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Thank you for your attention!

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www.xing.com

Our Case: The XING Internal TestCompetition

Organizing the session

1. Define the scope of testing
2. Invite participants
3. Prepare test environments (VM)
4. Prepare test materials (handouts)
5. Prepare the “Lab”
6. Conduct the session (intro, test, test reports)
7. Debrief participants and collect feedback
8. Bug triage, analyze the date, rate the findings
9. Hand over issues and reports to PO
10. Communicate the test competition winners