

How Mindful QA Boosted SaaS Revenue with Mobile Testing

CASE STUDY:

A SaaS app was struggling with negative App Store reviews and declining renewal rates. Mindful QA helped them turn it around.



The Results



Within two months renewals were up by almost 30%.



App Store star rating average

Within three months the App Store listing average rating went from a 3.1 to a 4.3.



Over the year Mindful QA has tested the app, our tester has reported hundreds of bugs.

The Opportunity

A mobile app with over 250,000 paid customers wanted to stem the tide of bad App Store reviews. The bugs prompting the reviews were also causing users to end their SaaS monthly subscriptions. The client engaged Mindful QA to help find bugs before customers did.



The Strategy

We implemented an ongoing regression testing process aimed at identifying bugs on all common devices - based on real data and customer usage patterns.

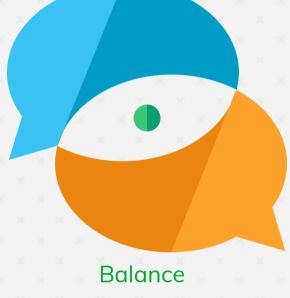
Devices

iOS & Android

 We used App and Play Store data and immediately started testing the top 10 most frequently used iPhone and Android devices.

We did 85% of testing

on the most recent version of iOS and Android, and 15% on the previous version.



We split focus between functionality + content for existing

- users, and the onboarding process for new users.We created unique test scenarios for

monthly vs. annual subscriptions.

User Experience

 We created a full suite of regression test cases and tested 100% before every major release.

We recommended user

experience
improvements, including
making the paywall flow
50% quicker for users to
finish.

The client was able to secure Series A funding that had been at risk due to issues with quality and customer drop-off rates.

The Benefits

Other highlights of our work:



Focused testing on the client's core SaaS modelDirect collaboration with the client's development

team, including daily standup calls



Leveraging an On-Demand Model



Engineering team.

With our on-demand QA services, they were able to add a full-time tester with peace of mind - knowing that they could cancel virtually anytime if funding became unstable.

The client knew they needed full time QA, but their funding wasn't consistent enough to add a new employee to their

Success

Store ratings and monthly renewals rise.

The client has engaged Mindful QA full time for

over a year, and continues to see their App/Play

When they have tight timelines for urgent

20-30 hours from an additional Mindful QA tester.

releases, they often scale up by adding an extra