How Mindful QA Implemented Web Testing to Increase Conversion

Goals

Client is a successful fertility clinic with multiple locations. They provide fertility treatments and egg freezing.

They engaged Mindful QA after being unsatisfied with the bugs present on their website, despite their development agency providing testing.

The key issues identified by the client were:

- Cross-browser/device UI and functionality
- Broken links due to redirects
- High number of customer service contacts due to website issues
- Lack of formal QA process prior to launch of upcoming marketing campaigns

Mindful QA Solutions

We took a custom approach, and implemented a QA process optimized for the client's specific issues and goals.

Our solutions included:

- Mapping out a coverage strategy for prioritizing browsers, devices, and OS versions based on real user traffic data
- Determining the most important pages and functions to automate prior to client's marketing kickoff
- Creating hundreds of test cases to ensure full testing coverage
- Auditing all existing links and creating report of recommended redirects
- Testing new features and regression testing full site, resulting in over 200 bug reports and user experience recommendations

52% increase
in average time spent on page per visitor over 1 month
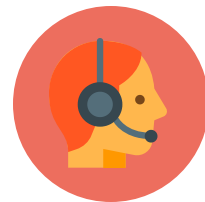
91% decrease
in visitor bug reports to customer service over 6 weeks

41% growth
in customer lead form contacts over 2 months