



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



+29%

Subscription renewals

Within two months renewals were up by almost 30%.



+39%

App Store star rating average

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



250+

Bugs reported

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.

iOS & Android Devices

- 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.



Balance

- 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.

1 The Benefits

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

Other highlights of our work:

- Focused testing on the client's core SaaS model
- Direct collaboration with the client's development team, including daily standup calls
- Reporting bugs in the client's own Jira, Slack, and other internal tools



2 Leveraging an On-Demand Model



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

Success

The client has engaged Mindful QA full time for over a year, and continues to see their App/Play Store ratings and monthly renewals rise.

When they have tight timelines for urgent releases, they often scale up by adding an extra 20-30 hours from an additional Mindful QA tester.