



Eddy Bruin



Daan Koolman



Testers know your customers!

Improve your testing & deliver software people want to use



Eddy

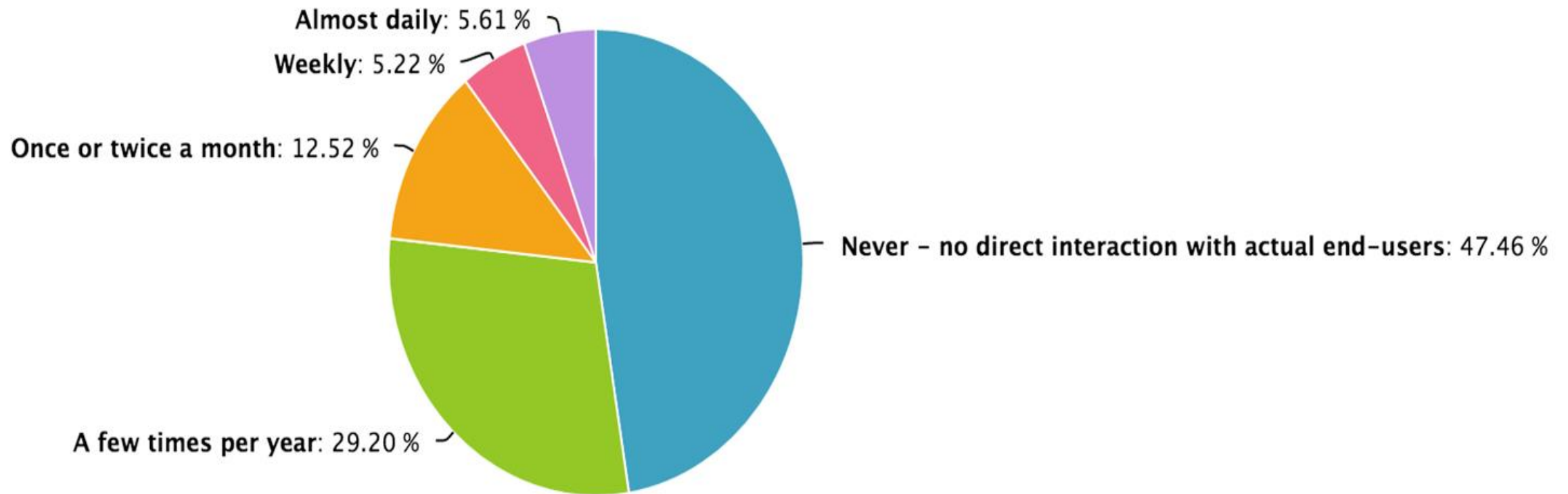
Daan



How often do you see your end-users?



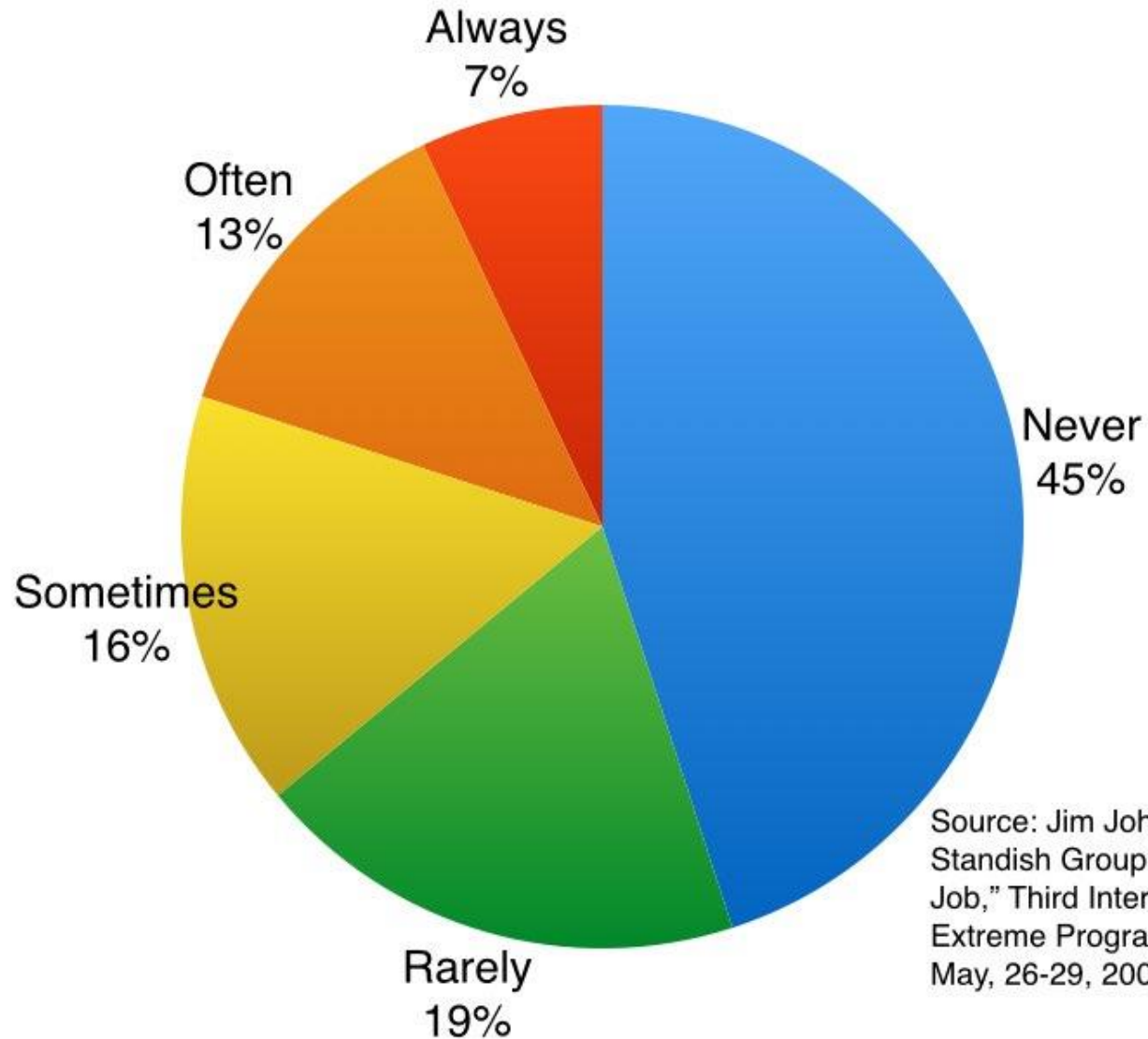
What said fellow testers?



Why is it important to know the customer?



Feature Use in Four Internal-Use Products



Source: Jim Johnson, Chairman of The Standish Group, Keynote "ROI, It's Your Job," Third International Conference on Extreme Programming, Alghero, Italy, May, 26-29, 2002.

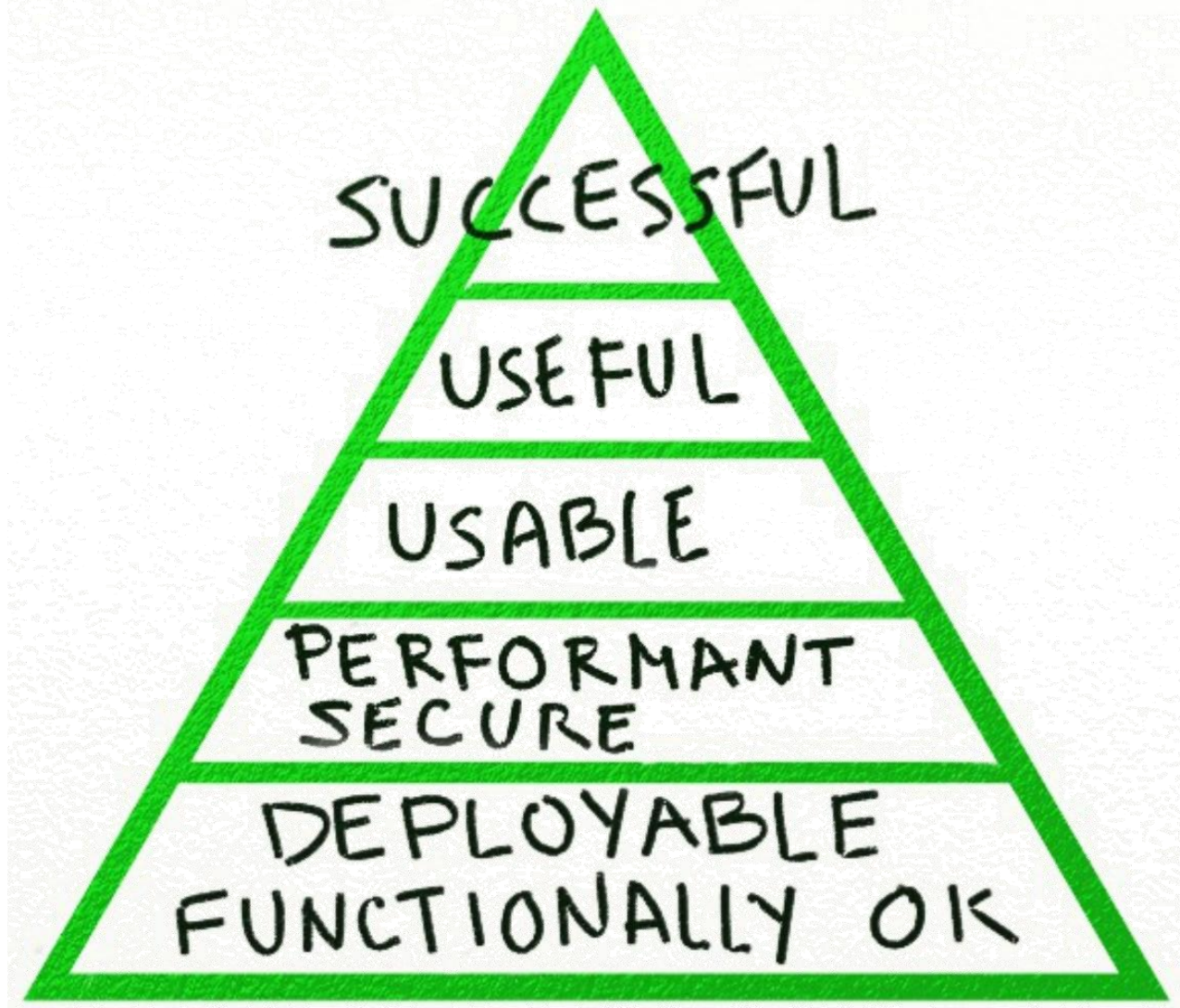
C2000 public services communication system



OV - Chipkaart



Do you look at all levels of quality?



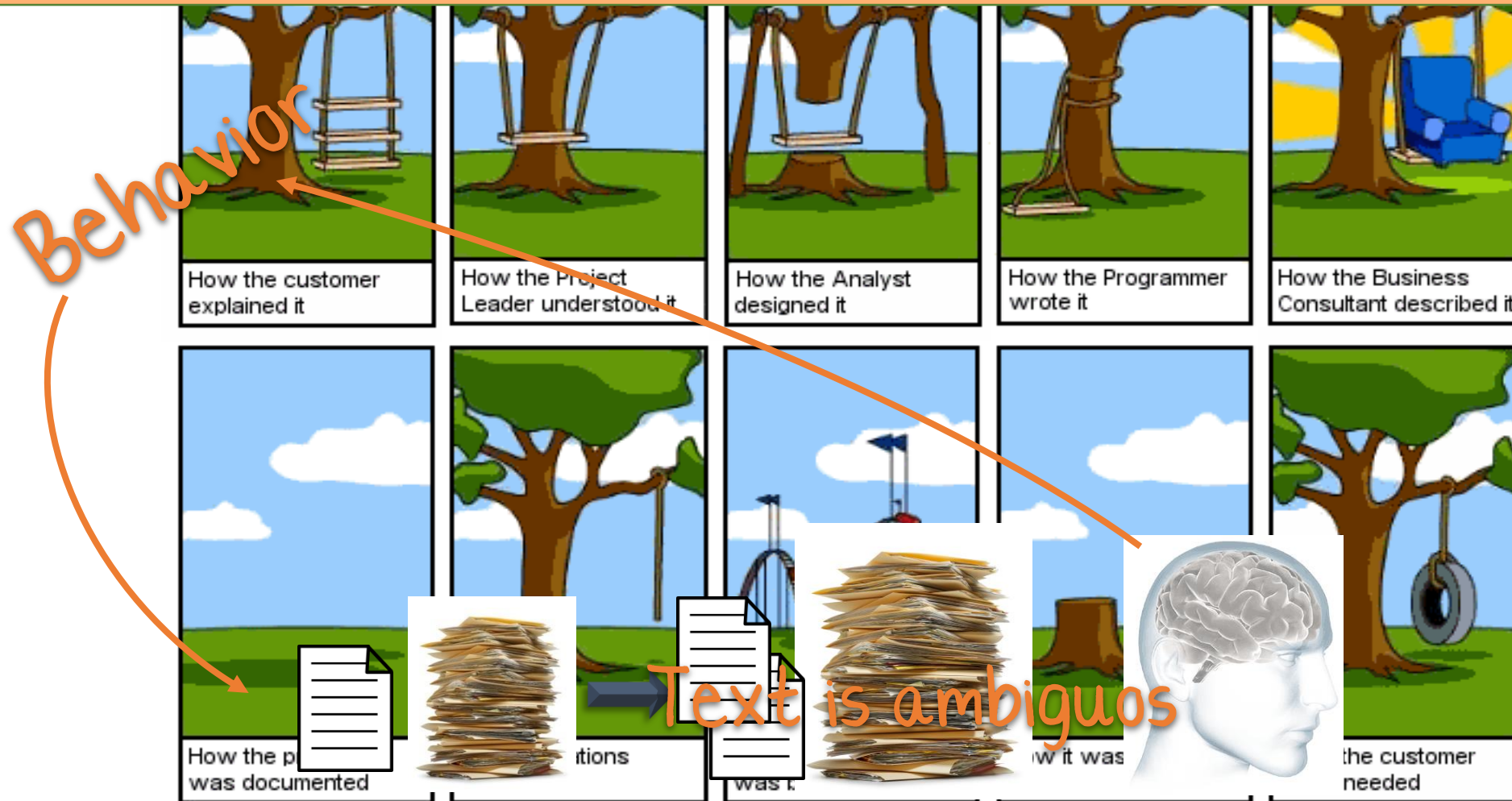
Traditional Test Focus





Focus of Today

How to get to know your customer?





Mentalist

Testing



“You’ve gotta start with the customer experience and work backwards to the technology.”

Steve Jobs

TNT



TNT
THE PEOPLE NETWORK

NETWORK

TNT
THE PEOPLE NETWORK

TNT
THE PEOPLE NETWORK

TNT
THE PEOPLE NETWORK

TNT
THE PEOPLE NETWORK

E-commerce department TNT express



Daan



New Customers - How to:

- [Send & Track a Package](#)
- [Create Shipping Documents](#)
- [Contact us](#)

Helpful Links

- [Pay Your Bills Online](#)
- [Check Transit Times](#)
- [Choose a Service](#)
- [International Freight Quotation](#)
- [Remote support](#)

TNT is a world-leading provider of express delivery services. [Learn More About Us](#)

TNT Express has an illustrious history. [TNT Express History](#)

Shipping Updates

- [Security Updates](#)
- [International Service Alerts](#)
- [Surcharges](#)
- [Additional Services](#)
- [Customs and Shipping Updates](#)
- [Export Controls and Sanctions](#)

News

[Annual General Meeting of Shareholders: Tex Gunning appointed CEO of TNT Express](#)
10 April 2013

[TNT Express presents comprehensive profit improvement plan](#)
25 March 2013

[Executive Board announced: Tex Gunning CEO and Bernard Bot CFO](#)
25 February 2013

Transit Times

Use our simple 4 step process to send a package. No need to register.

Step 1: Sender information

Collection

Delivery

[Find](#)

Track Package

Enter your consignment number or reference to track your package.

Consignment Reference

Track

[Multiple Packages](#)

[Track](#)

myTNT

Manage all your shipping and tracking needs in one place.

ALERT

Includes: Fast shipping
View shipping history
Advanced tracking
Address book

[Signup](#)

[Find out more about myTNT](#)

Log in to your account

Login User ID

Login password

Save

[Login](#)

[Forgotten your password?](#)

11 May 2014



[Ship Now](#)

[Track & Trace](#)

[How to Ship](#)

[Help Centre](#)

[Our Company](#)

Search



Ireland

Login



START SHIPPING

[Get quote](#)



TRACK & TRACE

Enter shipment number / customer reference

HELPFUL LINKS



[Help Centre](#)



[Packing your shipment](#)



[How to ship](#)



[Services](#)

WE ARE THE PEOPLE NETWORK

[Meet us](#)

TNT.com

FEEDBACK?



- 🕒 Startseite
- 📁 Sendungsmanager
- 📄 Empfangen
- 👤 Adressbuch
- 📄 Vorlagen
- 📊 Berichte
- 🔄 Hilfe
- 🔧 Einstellungen

Sendung erstell...

ABSENDER

👤 Bedrijf Berlin, DE



EMPFÄNGER

👤 Adressbuch

Adressdaten

Land

SENDUNGSDetails

Geben Sie Ihre Sendungsdetails ein.

MENGE 1	x	VERPACKUNGSART Paket	Länge (cm)	Breite (cm)	Höhe (cm)	Gewicht (kg)
------------	---	-------------------------	------------	-------------	-----------	--------------

+ Zeile hinzufügen

Warenbeschreibung

Geben Sie eine eindeutige Beschreibung für den Zoll an

Wert

€ Wert in EUR

Die Sendung ist nicht stapelbar. ?



MYTNT

- Dashboard >
- Outgoing
- Incoming
- Address book
- Invoices
- Reporting
- Settings

Create shipment

WELCOME TO MYTNT

Fill in your complete company profile to improve your shipping

From TNT

Smarter, faster and more intuitive

Create your shipments with the new myTNT and be more productive. Now also accessible on your tablet and smartphone.

Ship now

PLEASE KEEP IN MIND

- You need to register a temporary account
- This release is a demo environment.
- Shipments will not be sent or picked up.
- Your current address book is not available in this release

Try it

GIVE US FEEDBACK!



Your current address book is not available

Give feedback

Track & Trace



운송장 번호 ?

고객참조번호 ?

PACKAGE

x

검색

일치하는 항목 110개를 찾았습니다

해당 물품의 고객참조번호가 동일합니다.

출발지

Tel Aviv, Israel

16 Dec 2015

예상 배달 시점:

RISHON LE-ZION, Israel

17 Dec 2015 16:00:00

운송장 번호

164048975

고객참조번호

PACKAGE

배송 정보

1 항목



세부 정보 보기

출발지

Tel Aviv, Israel

16 Dec 2015

예상 배달 시점:

RAMAT GAN, Israel

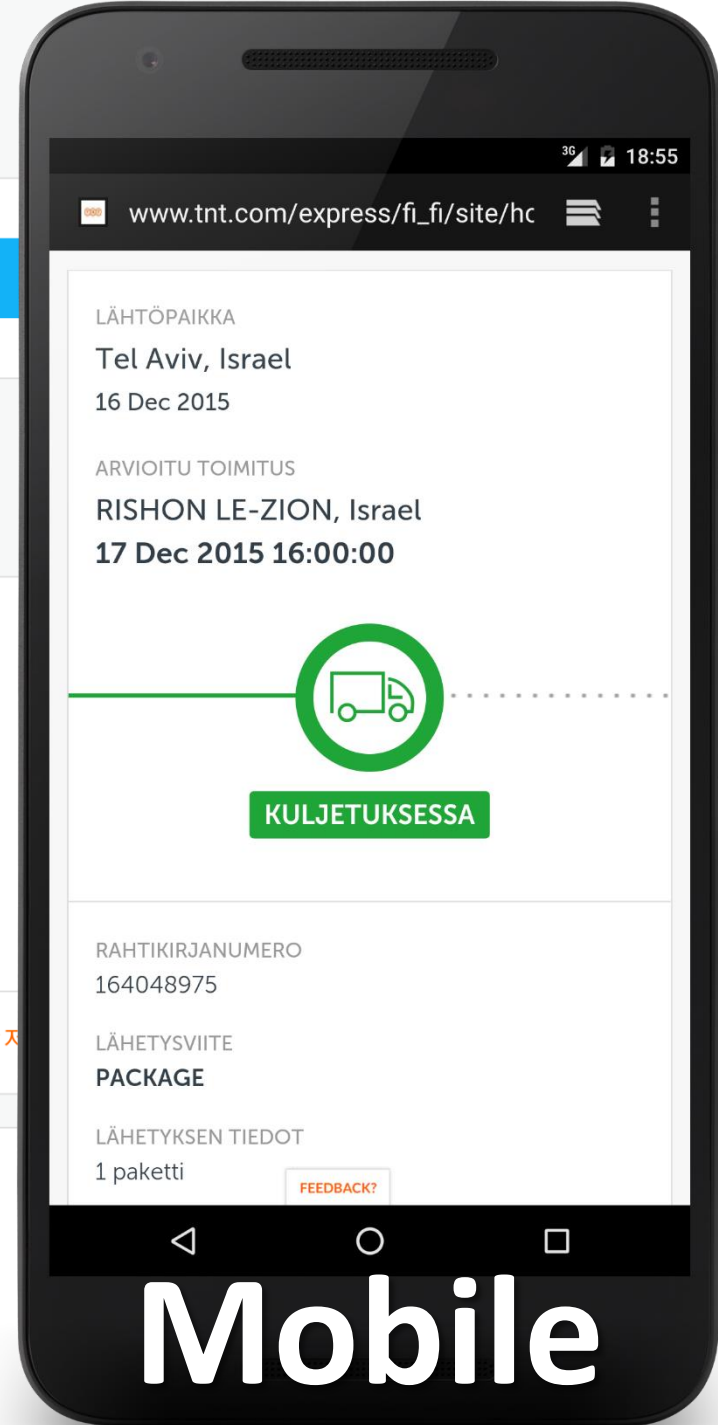
17 Dec 2015 16:00:00

운송장 번호

164049137

고객참조번호

PACKAGE



How we focus on the customer



Persona's



LI NA/ 李娜 (25)

WHOLESALE SHIPPER

"Shipping costs are an important element of the automotive parts business."



RITA (24)

RECEIVER

"I need to be able to easily login to a couriers system, to check the status of a shipment."



Details bring more Test scenarios

COMPANY



2867 COLLEAGUES
12 SHIPPING COLLEAGUES



SPENDING YEARLY ON
TNT COURIER EXPRESS

I SHIP



BOX PACKAGES
3KG , MEDICINES, DENTAL
PRODUCTS



We need to make sure that
the shipments are 100%
delivered with insurance and
fast.



SENDER INITIATED (PAUL)
SENDER PAYS (PAUL)



INVOICE PAYMENT
PREFERRED PAYMENT

SHIPPING ROUTE



Avr. distance: **3000km**

Export doc. needed

PICKUP
**BASEL,
SWITZERLAND**

DELIVERY
**EUROPE, N+S AMERICA,
ASIA**

Usability testing



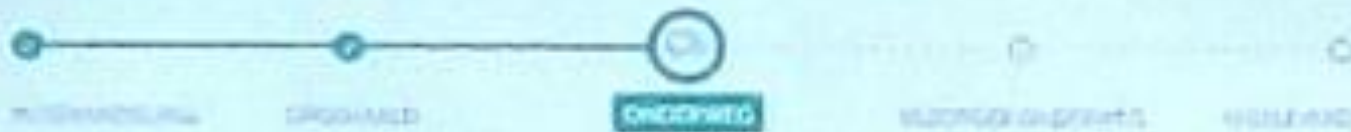
London City, United Kingdom
07 Oct 2015

GESCHAFTE VERVOLGD BIJ
AMSTERDAM, Netherlands
11 Oct 2015 23:59:00

ZENDER/TOEGESTELDE
1012252301

KLANT/TOEGESTELDE
09137507

3 ONDERDELEN



Status	Melding	Lokale tijd	Locatie
✓	Ontvangen Bij Tm Locatie	07 Oct 2015 09:31:21	Uth
✓	Shipment in Transit	08 Oct 2015 09:26:25	Amsterdam
✓	Shipment Received At Transit Point	08 Oct 2015 23:40:11	Amsterdam
✓	Shipment Received At Transit Point	08 Oct 2015 02:00:38	Delft Euro Hub
✓	Shipment Received At Tm Location	08 Oct 2015 11:26:08	Londen Euro Hub
✓	Shipment in Transit	08 Oct 2015 02:42:09	Londen Schiphol
✓	Shipment Received At Tm Location	07 Oct 2015 21:36:57	Londen Schiphol
✓	Shipment in Transit	07 Oct 2015 13:11:26	Londen City
✓	Shipment Received At Origin Depot	07 Oct 2015 13:11:26	Londen City
✓	Shipment Collected From Customer	07 Oct 2015 17:05:00	Londen City

Eye tracking

Client





The whiteboard is divided into several sections, each with a large pink sticky note header:

- Task 2 mail**: Located on the left side, containing numerous pink, orange, and green sticky notes.
- Task 3 excel**: Located in the middle-left section, also filled with pink, orange, and green sticky notes.
- Prototype**: Located in the middle-right section, featuring pink and orange sticky notes.
- Evaluate**: Located on the right side, containing a grid of pink, orange, and green sticky notes.

Large colored circles are placed on the board to indicate status or flow: a yellow circle with a minus sign (-) is on the left; a yellow circle with a plus sign (+) is in the middle; a yellow circle with a minus sign (-) is on the right; and a yellow circle with a plus sign (+) is on the far right. The sticky notes contain handwritten text in various colors, including pink, orange, green, and yellow.

SUPER TUESDAY!

YOU ARE INVITED TO THE 5TH
FLOOR, 16.00 - 17.00 O'CLOCK
TODAY

Internal Demo







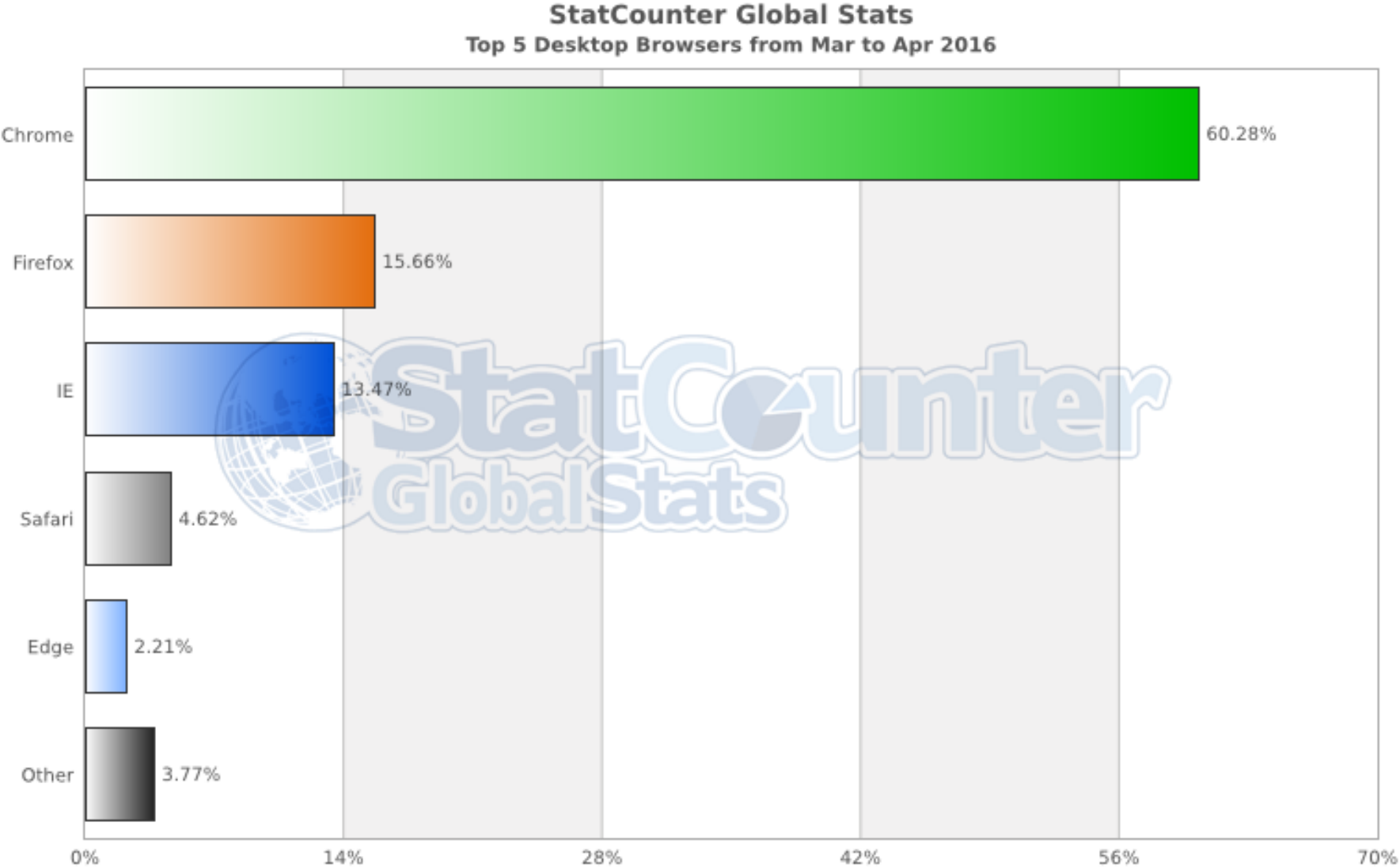
Daan



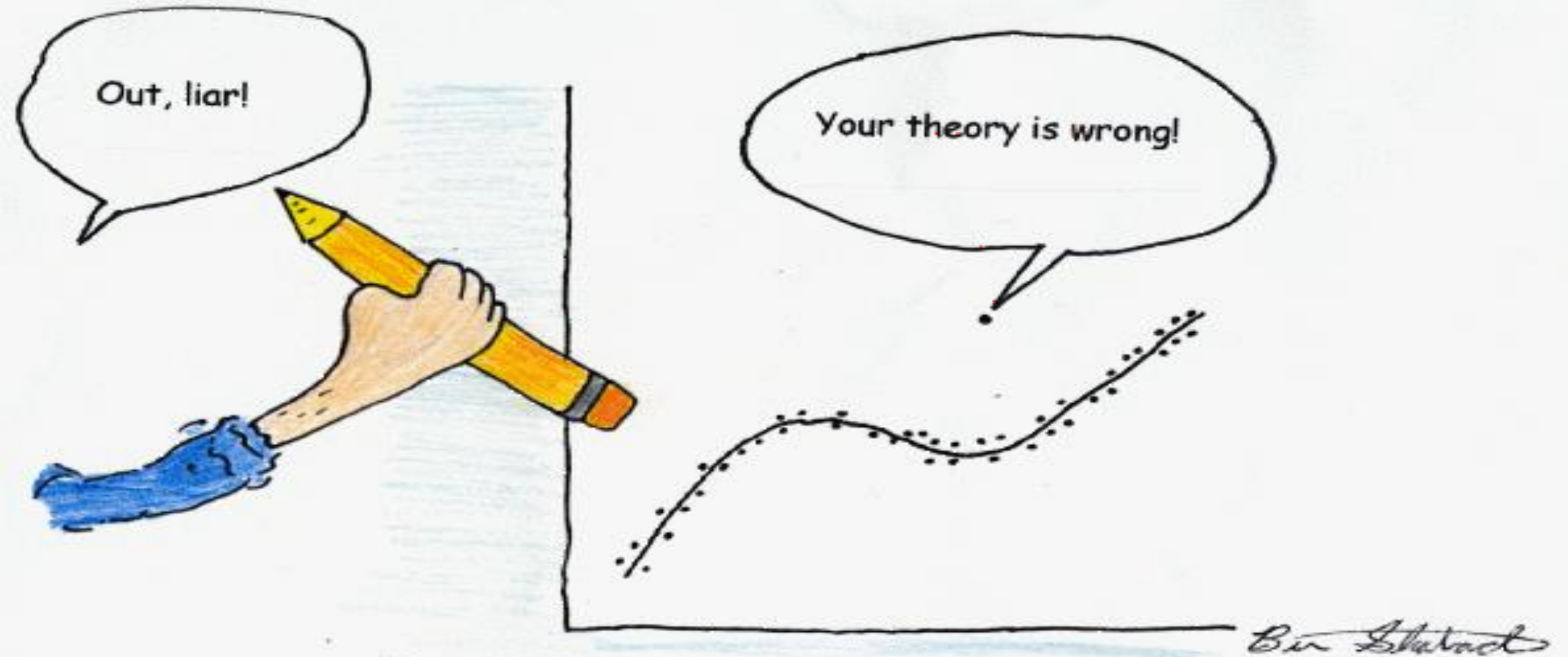
Customer support



User analytics based testing



Google Analytics



Browser overview

Browser ?	Acquisition	Browser ?	Sessies ? ↓	Browser ?	Browser Version ?	Acquisition
	Sessions ? ↓					Sessions ? ↓
	7,085,799 % of Total: 100.00% (7,085,799)		2.632.664 % van totaal: 100,00% (2.632.664)			7,085,799 % of Total: 100.00% (7,085,799)
1. Chrome	3,108,081 (43.86%)	1. Chrome	1.340.215 (50,91%)	1. Internet Explorer	11.0	1,626,269 (22.95%)
2. Internet Explorer	2,080,175 (29.36%)	2. Internet Explorer	566.624 (21,52%)	2. Chrome	49.0.2623.112	1,531,773 (21.62%)
3. Firefox	962,092 (13.58%)	3. Safari	310.527 (11,80%)	3. Firefox	45.0	703,379 (9.93%)
4. Safari	667,839 (9.43%)	4. Firefox	309.809 (11,77%)	4. Safari	9.0	376,394 (5.31%)
5. Edge	117,163 (1.65%)	5. Edge	44.142 (1,68%)	5. Chrome	50.0.2661.94	328,717 (4.64%)
6. Opera	48,001 (0.68%)	6. Opera	20.842 (0,79%)	6. Chrome	49.0.2623.110	300,536 (4.24%)
7. Android Browser	44,652 (0.63%)	7. Android Browser	13.200 (0,50%)	7. Chrome	49.0.2623.105	167,776 (2.37%)
8. Safari (in-app)	12,724 (0.18%)	8. Safari (in-app)	5.993 (0,23%)	8. Internet Explorer	8.0	159,882 (2.26%)
				9. Internet Explorer	9.0	130,294 (1.84%)
				10. Internet Explorer	10.0	116,703 (1.65%)

TNT.com

Track & Trace

TNT.com (in dept)

Competitor example: POST NL

TRACK & TRACE

Gebeurtenislabel ?	Totale gebeurtenissen ? ↓	Unieke gebeurtenissen ?	Waarde van gebeurtenis ?	Gem. waarde ?
	43.116 % van totaal: 0,20% (22.105.120)	20.505 % van totaal: 0,81% (2.525.876)	0 % van totaal: 0,00% (15.420.225.388)	0,0 Gem. voor dataweergave: 697,59 (-100,00)
1. postnl	43.116(100,00%)	20.505(100,00%)	0 (0,00%)	0

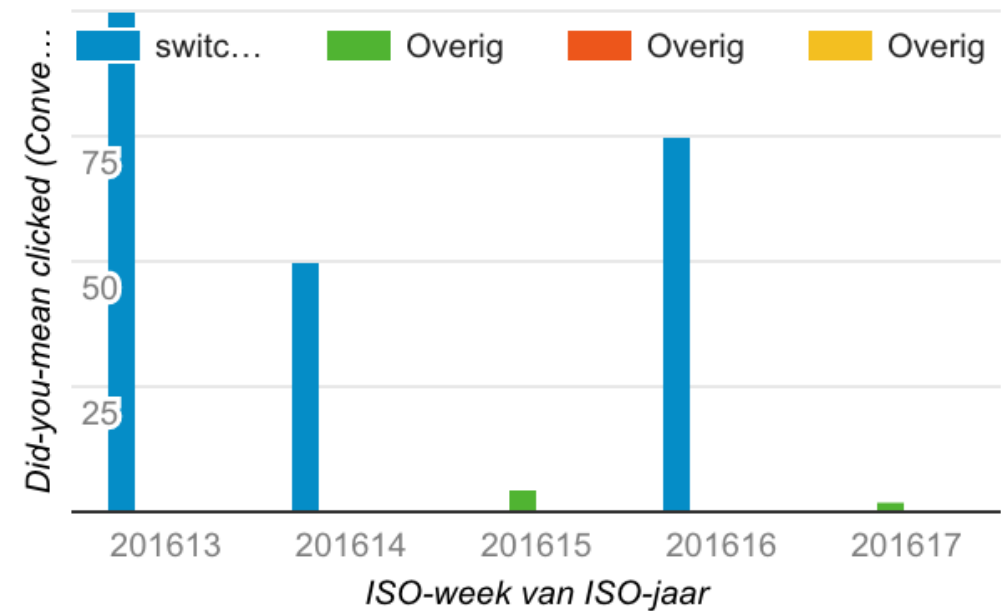


This is a PostNL shipment.

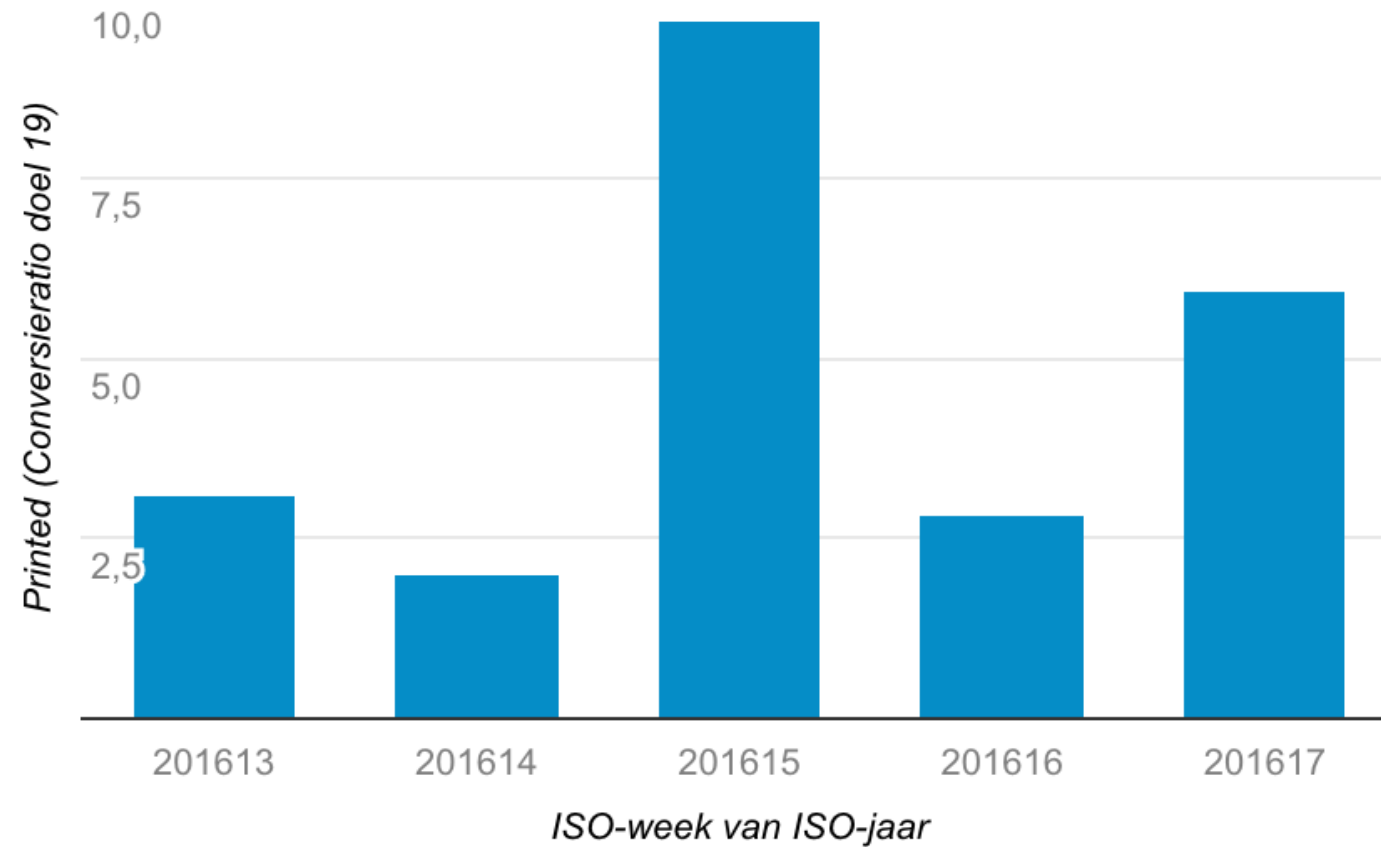
Please visit [PostNL](#) to track your shipment.

Analytics dashboards

Which % uses the did-you-mean link? (TRA...)

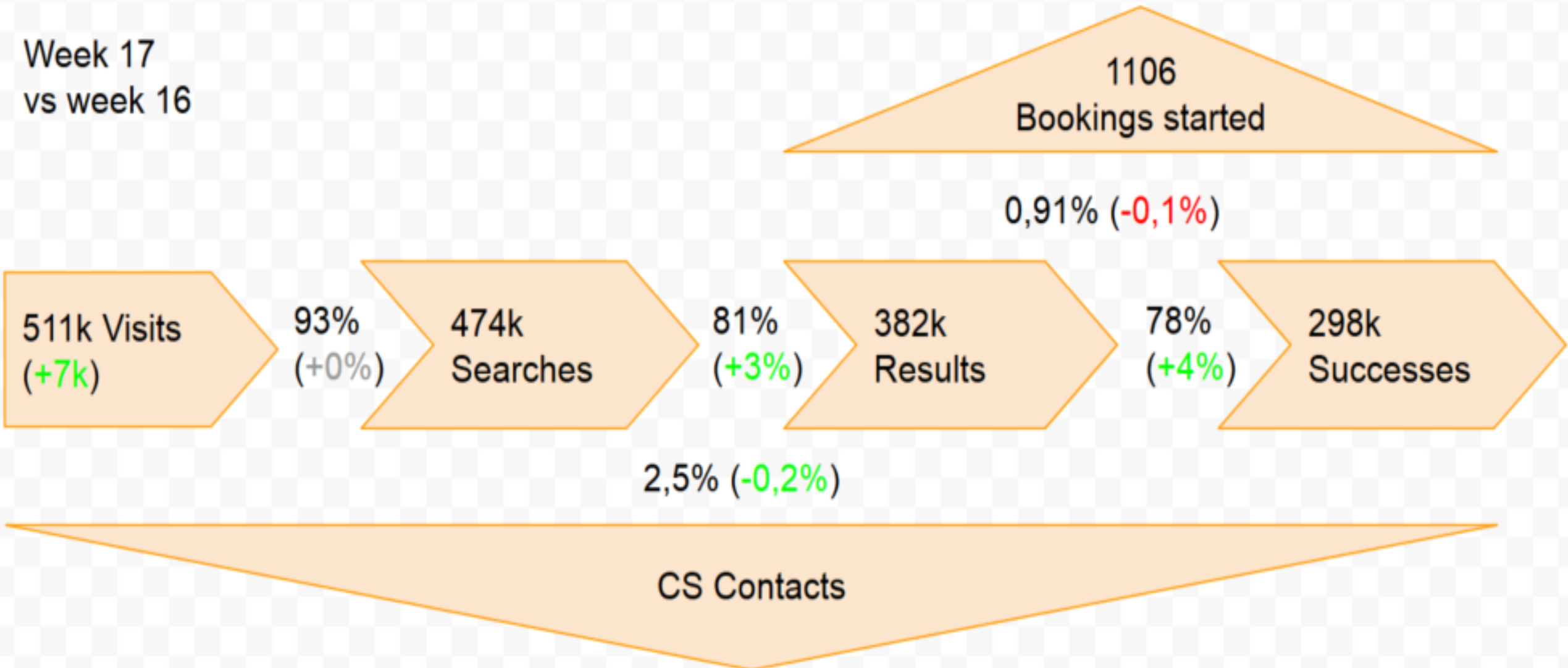


Which % prints the search result? (TRACK-PRINT)



Google Analytics reporting

Week 17
vs week 16



Google metrics overview sheet

Track GA event structure (Google Analytics, Tag Manager) ☆

Bestand Bewerken Weergeven Invoegen Opmaak Gegevens Extra Add-ons Help Laatste

£ % .0 .00 123 Arial

A	B
	Standard event dimension
Description	category action
Perform a search on shipment number	track_user_action search
Perform a search on consignment ID	track_user_action search
Perform a search on reference	track_user_action search
Shipment(s) found	track_system shipment
Open shipment details	track_user_action show_details
Contact contact service	track_user_action contact_cs <user context>
Click ?	track_user_action request_more_info About ...
Convert to booking	track_user_action convert_to_booking paying_sender/receiver
Convert to registration	track_user_action convert_to_registration save_shipment_in_mytbl

Important

Feedback tooling

Comment:

I cannot track my package that was ordered 4 days ago . It sent me a TRACKING number but doesn't give me a tracking number option . Only says shipping and reference number . It's too confusing and I've tried everything !!

Reply to:

★★★★★@yahoo.com

NPS Score: 1 (Detractor)

locale_country: US

locale_language: en

track_book_cta_shown: false

track_change_delivery_shown:
false

track_did_you_mean_shown: false

track_duplicate_results: false

📱 Mobile Phone

🍏 iOS

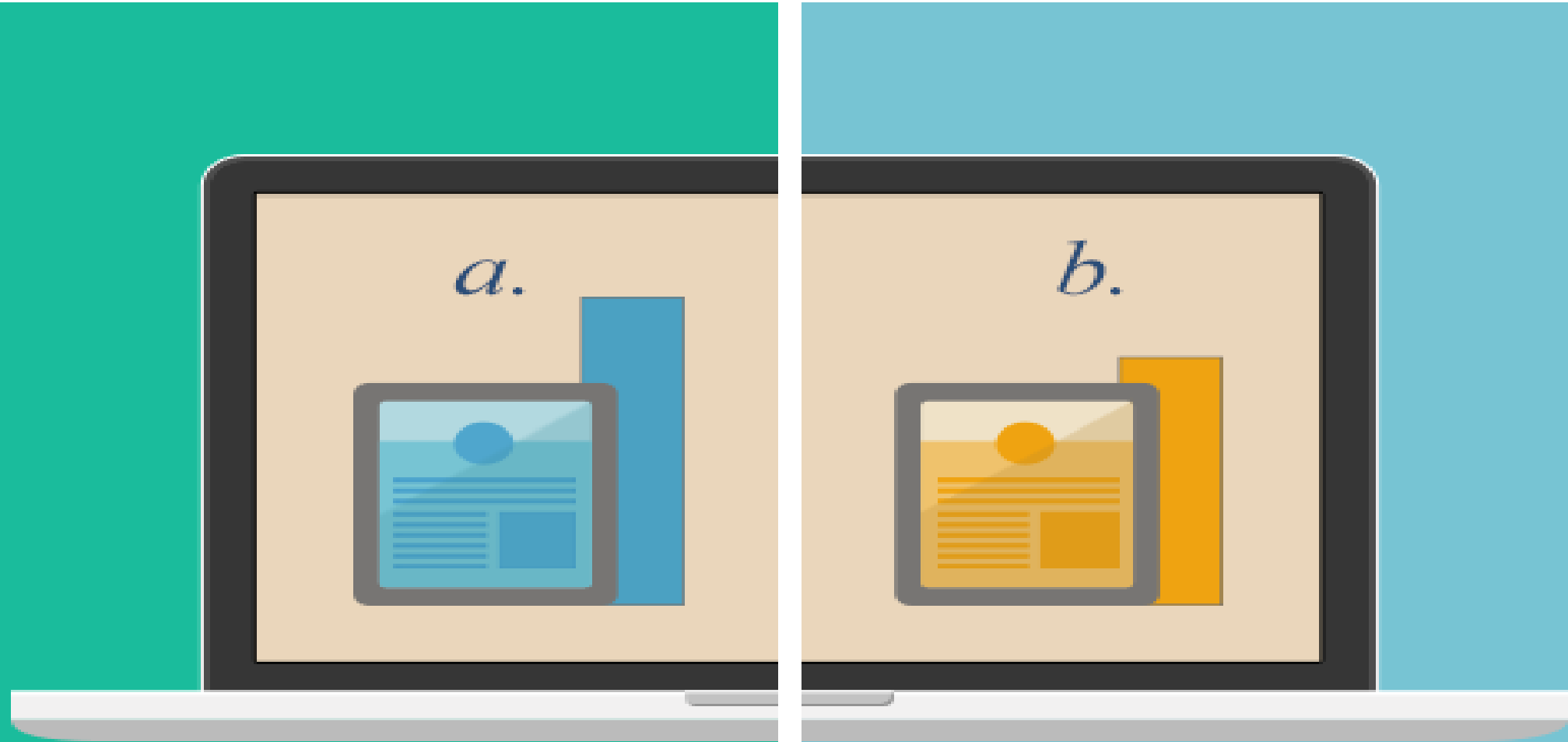
🕒 Safari 9.0

📱 414 x 628

🇺🇸 en-us



A/B testing



Testing the widget

Control 50%

Variation 50%

The screenshot shows the TNT website for Sweden. The header includes the TNT logo, navigation links like 'Skicka nu', 'Spåra', and 'Hur man skickar', and a 'Registrera dig/Logga in på myTNT' button. The main banner celebrates '70 YEARS OF TNT' with a photo of a truck full of orange-clad people. Below the banner is a shipping widget titled 'FÅ PRIS OCH SKICKA DIN FÖRSÄNDELSE' with input fields for 'Från Ort', 'Till Ort', and 'Välj förpackningstyp'. A blue 'Få pris' button is at the bottom right. A green box highlights the tracking section titled 'SPÅRA FÖRSÄNDELSE' with radio buttons for 'Fraktsedelnummer' and 'Referensnummer', a text input field with the value '123456789, 123456789', and a blue 'Spåra' button. A red arrow points to this green box from the right.

The screenshot shows the TNT website for Norway. The header includes the TNT logo, navigation links like 'Send nå', 'Sporing', and 'Hvordan sende', and a 'Logg inn på myTNT' button. The main banner is identical to the Sweden version. Below the banner is a shipping widget titled 'SJEKK PRIS OG SEND' with input fields for 'Fra By', 'Til By', and 'Velg type'. A blue 'Sjekk pris' button is at the bottom right. A green box highlights the 'SPORING' button in the header, with a red arrow pointing to it from above. The footer contains three sections: 'VI FEIRER MED KUNDENE VÅRE.' with a 70th anniversary image, 'SERVICEMELDINGER' with a headset icon, and 'LOGG INN PÅ MYTNT' with input fields for 'brukernavn', 'passord', and a 'Husk meg' checkbox.

Be the user

Sender:

(Overheeft geen link of verwijzing naar track)

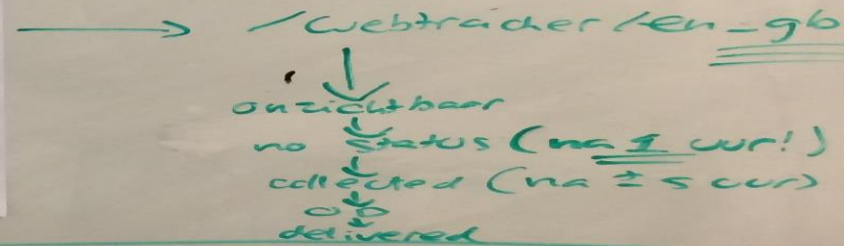
TNT shipping label for sender. It includes fields for 'TO' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL) and 'FROM' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL). It also features a barcode and a 'C 2' label.

TNT shipping label for sender. It includes fields for 'TO' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL) and 'FROM' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL). It also features a barcode and a 'C 2' label.

TNT shipping label for sender. It includes fields for 'TO' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL) and 'FROM' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL). It also features a barcode and a 'C 2' label. A handwritten note 'ingevuld door chauffeur' is written below the label.

receiver:

TNT shipping label for receiver. It includes fields for 'TO' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL) and 'FROM' (TNT Nederland Postbus 116, 1100 AB Amsterdam, NL). It also features a barcode and a 'C 2' label.



Outvangst:

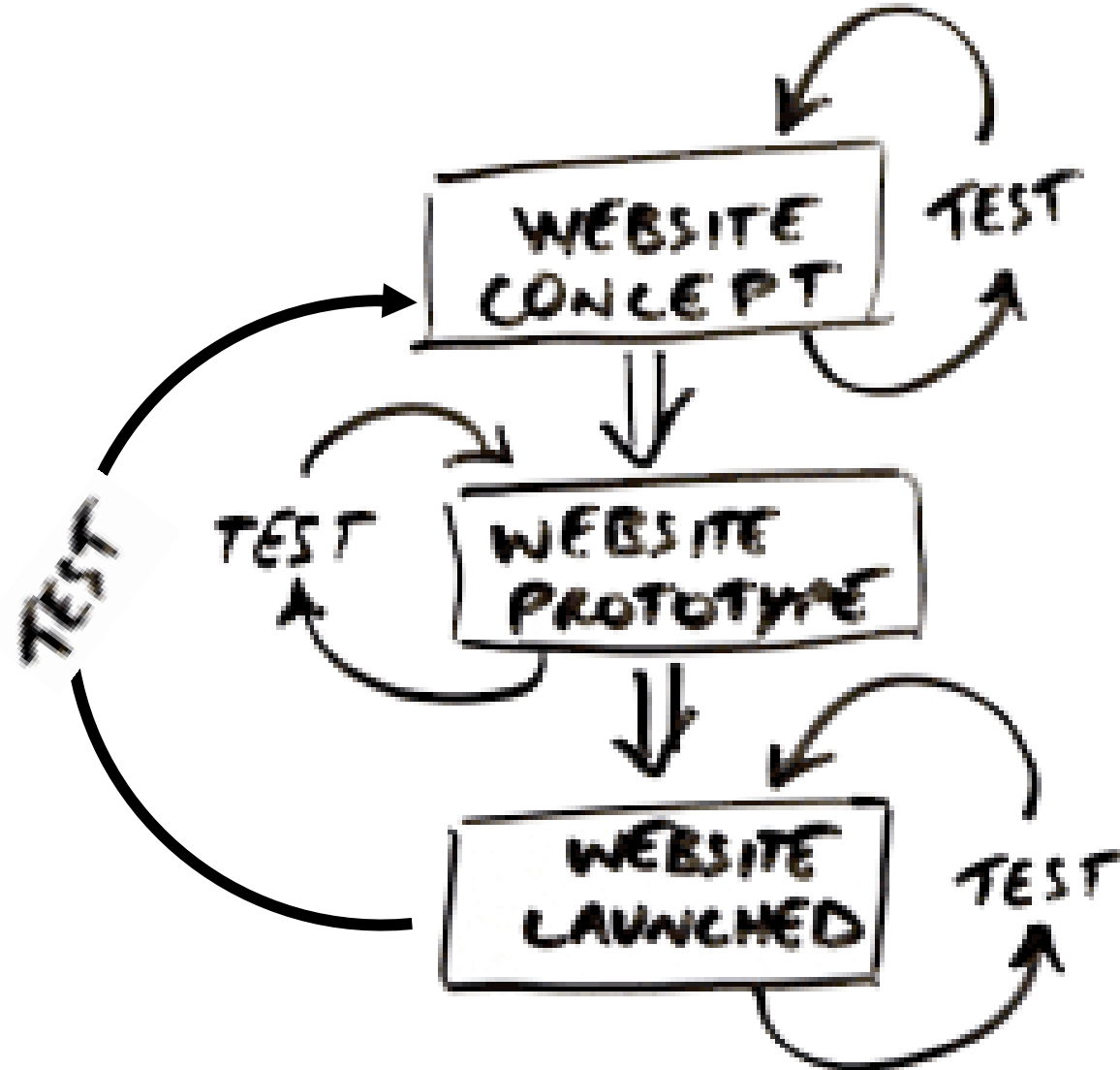
½ uur voor afspraak tijd
11:30 ipv 12:00

'delivered', maar eigenlijk bij
voren.

Signature: naam boorman + huisnr

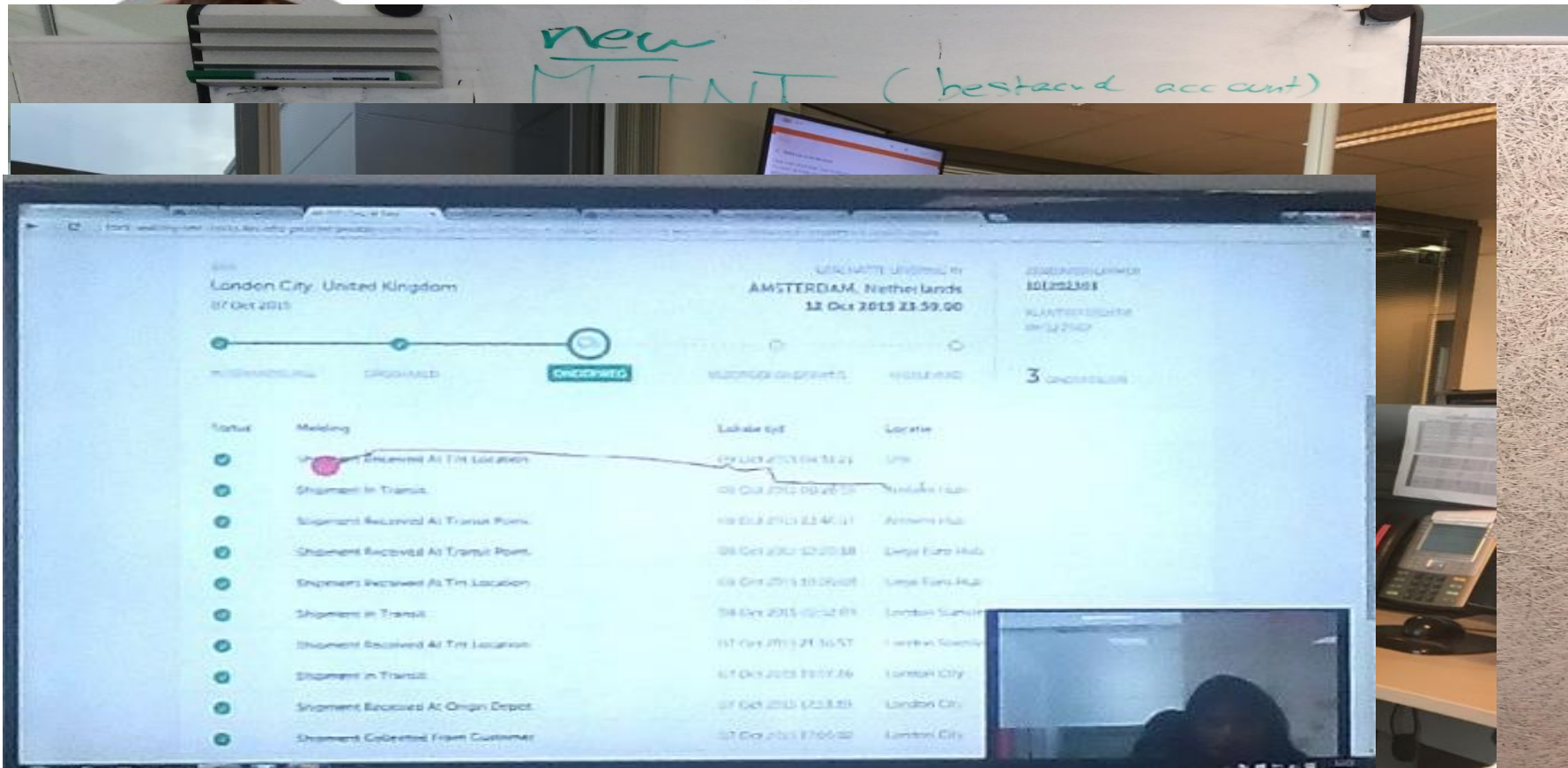


When to do all this?



Improvements

- Better use of personas



Know your customer!

1. Shorten feedback loops back to business ideas

Business ideas are assumptions. Do they really fulfil the customer's needs?

2. Validate & measure those business assumptions

Get analytics running as soon as you can!

3. Continuously focus on the customer

Personas, CS, Super Tuesdays, A/B Testing, Usability Testing & Analytics, Feedback tools

4. Knowing your customer helps you determine risks to test

Determine which browsers or devices to test

Use persona's to act as a certain tester

5. Keep experimenting and have fun!

Learning comes from experiencing the unexpected



THE PEOPLE
NETWORK

Credits to:

All  teams!

Gojko Adzic

Hey, we just met you
And this was crazy
So here's our twitter
So tweet us maybe?!

I have no Twitter.
Mail me!



@eddybruin

Or  us: eddy@loopforward.nl – daan.koolman@gmail.com

