Using knowledge and experience to deliver a comprehensive testing strategy under tight deadlines.

Ladbrokes

A world leader in the betting and gaming industry with over 2,700 betting outlets in the UK, Ireland, Belgium and Spain and over 800,000 active online customers.

The Challenge

An increasing amount of gaming activity is now conducted through mobile or tablet devices and Ladbrokes' gaming application (app) was not fit for purpose. The app had low ratings, slow performance, key features were missing or didn't work as expected, quality standards were low and it struggled with a poor User Interface (UI).

In order challenge market leaders, Ladbrokes needed to replace its mobile offering with a sleek new app. Timelines were tight as the new app and site had to go live within eight months and then pick up traction to be the 'go-to' mobile betting solution for festivals and Football World cup.

The Solution

Ladbrokes needed a testing partner who understood its business, had expertise in digital betting and could deliver exceptional quality assurance within tight deadlines, so Amsphere was engaged from the quality assurance (QA) and user acceptance testing (UAT) phase of the project through to execution.

To deliver a comprehensive solution that was right first time, stakeholder involvement and management was key. Amsphere worked with project managers, product owners, technical architects, developers and the automation testing team to build a robust and comprehensive testing strategy and framework following 'Agile' methodology. With teams being split across the UK and Sweden, keeping tight control of the testing activity was essential. Amsphere performed defect triaging with the Business and the Development teams on a daily basis using 'MoSCoW' prioritisation, to ensure a business 'outcome' approach to the project.

The Result

Due to the experience gained from previous Ladbrokes ecommerce and mobile betting projects Amsphere was able to hit the ground running. We provided a comprehensive testing programme that enabled Ladbrokes to deliver a quality assured app and mobile site in December 2013.

The new app has better ratings with improved performance and importantly provides better value for business and customers. Due to the success of this project, Ladbrokes reengaged Amsphere to deliver the same quality assurance for future feature releases to support the Football World Cup, Cricket World cup and festivals key to Ladbrokes revenue. This partnership led to the successful launch of Ladbrokes' new Tablet site in December 2014.

*MoSCoW is a management, business analysis, and software development approach to reach a common understanding with stakeholders on the importance they place on the delivery of each requirement.

software testing

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