headspin | tinder

"HeadSpin could redefine QA as we know it. You don't need any technical integrations. You don't need engineering buy-in. You just need an app and user stories that you want to test."

AJ CIHLA

Head of Localization, Tinder

THE RESULTS

90% reduction

in number of production localization issues (bad copy, broken UI, etc.)

68% fewer hours

spent on QA for new feature releases

Improved customer experience

HeadSpin helped Tinder's localization team move beyond copy translation and asset localization, letting them focus on user experience flaws that existed across markets

Tinder is the world's leading social app for meeting new people. With its global reach, people in 196 countries around the world are swiping right to connect with others, making Tinder a top 10 lifestyle app available available in more than 48 languages.

THE CHALLENGE

Tinder's Head of Localization, AJ Cihla, faced a variety of challenges when localizing products for use in different regions of the world.

- **Broken translations**
  Localization bugs were making their way into production, and engineers were debugging translations after new features went live. This process diminished the impact of new features, adversely affected user experience, and was a pain for engineers.

- **Inconsistent international user experiences**
  Tinder has a sizeable international user base. However, the company did not have an easy or cost-effective way to test new features in many of its largest international markets. Translations of new builds were simulated and often didn't reflect actual user experiences.

- **Competing internal priorities**
  Teams understood localization issues differently. Engineers often referred to technical metrics when describing a problem; other teams described issues by pointing to user experience. As a result, teams often had differing priorities.

THE SOLUTION

HeadSpin's innovative platform provides AJ's team with a simple, flexible tool that they can use to test new features, flag localization issues and share findings with other others.

Fix localization issues

AJ and his team use HeadSpin to quickly identify which features and strings are broken in a new build of Tinder's app. Whether an issue arises because text is too big, a layout doesn't work properly, or a translation lacks context, HeadSpin automatically identifies potential problems and makes them easy for an engineer to reproduce.

With thousands of devices connected to networks in 100+ global locations, AJ's team can quickly and easily check the functionality of new features around the globe — right from their web browsers. According to AJ, "Instead of flying all around the world, Headspin allows you to just drop in on India, see how your feature is looking in Brazil or verify that the right ads are showing up in the UK."

Create a more consistent global experience

HeadSpin has allowed Tinder to be more conscious of international users when releasing new products or features. As AJ puts it, "Our user base is international first. But very rarely do we think about our users in India before we think about our users in the US. Headspin has given us the ability to see just how different the experience can be in different parts of the world." The insights provided by HeadSpin have also allowed Tinder to improve the speed at which they can address specific localization issues — ensuring that broken translations don't continue to hamper user experience once they've been identified.

Bring team objectives and priorities into alignment

HeadSpin provides insights in a way that allows teams to better understand each other and align to address important issues. The platform delivers app performance data side by side with recordings of corresponding user experience issues. According to AJ, "Until you can tell a story alongside technical performance data, you're going to have a hard time getting people on the same page within an organization. Having recordings of UI and UX sessions next to network breakdowns is really helpful."

ABOUT TINDER

Top grossing iOS app in the world (August 2017)
2017 Revenue: $309 million (Match Group Inc.)
Users: 50M globally (according to App Annie)
Available in: 196 countries

CATEGORY

Lifestyle mobile application

ABOUT HEADSPIN

HeadSpin empowers app teams to assure optimal digital experiences throughout the development lifecycle with unprecedented visibility into mobile, web, audio, and video quality and performance.
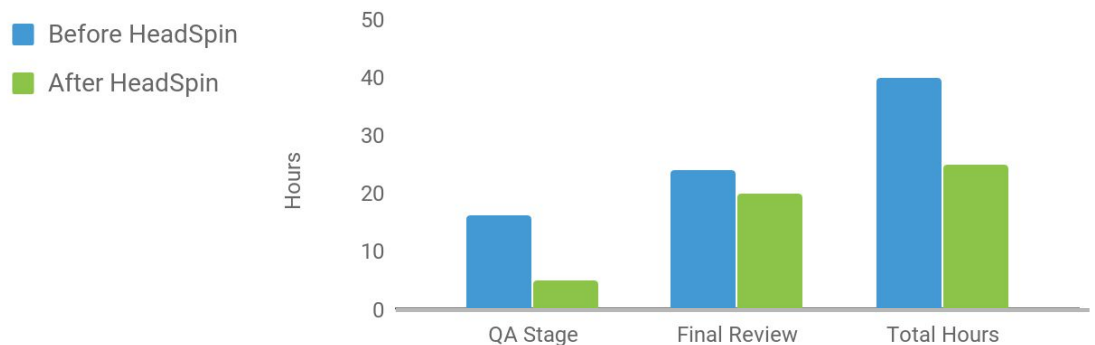
FIND OUT MORE

www.headspin.io

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info@headspin.io

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tinder

Average hours spent per string for each release

- Before HeadSpin
- After HeadSpin

Hours

QA Stage | Final Review | Total Hours

"With HeadSpin, we're seeing far less broken translations and post-production fixes that need to happen. We no longer need to rush hotfixes out for broken translations — a process that no localization team enjoys doing."

AJ CIHLA
Head of Localization, Tinder