



HARRY'S

– APPLAUSE CASE STUDY –

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GEMMA BARLOW, IOS LEAD, HARRY'S

CUSTOMER

In the span of four years, Harry's has shaken up the shaving industry. Built out of respect for quality craftsmanship, simple design, modern convenience, and not overpaying for a great shave, Harry's has revolutionized the way people purchase grooming products.

With industry giants like Gillette and Schick, and high initial start-up costs, Harry's faced numerous challenges with establishing itself in the razor industry. It invested heavily in manufacturing its own blades and now differentiates itself by giving its customers the most premium customer experience available. High quality razors, affordable prices, and state-of-the-art digital experiences are all part of Harry's promise. With that in mind, it is vital that Harry's mobile application meets its high standard of quality.

CHALLENGE

All app developers know that creating a mobile app from scratch is a challenge. Gemma Barlow, iOS lead for Harry's, is no exception. Gemma was not only faced with developing the iOS app on her

COMPANY

Harry's

INDUSTRY

Retail

TESTING TYPES

Manual

APP TYPES

Mobile

CHALLENGES

- Pinpointing root causes of bugs
- Ensuring the app worked as intended in every location
- Finding an affordable QA solution that could scale as the company grew

RESULTS

- Successfully launched Harry's first iOS app
- Increased release cadence while allowing internal team to remain lean and efficient
- Sourced testers across the United States and Canada to ensure app functioned properly

own, but also with creating a great digital experience across all iOS devices.

As the features grew and the application became more complex Gemma found that, especially in the QA world, there are more than just financial benefits of seeking third party help. "The volume of issues that any one or two people can find, regardless of experience, is quite low compared to what Applause's community can find," said Gemma. "Additionally, as you become accustomed to the application, it is easier to miss things. It is more beneficial to always have a pair of fresh eyes on the project."

Gemma turned to Applause's army of 400,000+ professional testers to help guide Harry's application through development and ensure its customers had great digital experiences.

SOLUTION

App developers have great crash reporting tools at their disposal but to find and reproduce those crashes can be a challenge. Plus, not all bugs manifest as crashes, but irritate users nonetheless. Applause helps bring visibility to both of these issues.

Thanks to video captures narrated by Applause]testers, Gemma can quickly see the exact actions that caused a bug and get to work on correcting it. "It's not just 'Oh I saw this happen once, but I don't know how,'" explains Gemma. "I already have a video that I can show our developers and we can work on fixing the problem, rather than spending time trying determine how to replicate it."

RESULTS

By using Applause, Harry's can rest assured that anytime an update arrives on the App Store customers are going to have a positive experience. This peace of mind is invaluable to Gemma.

"Knowing that a group of professional testers have already run through the app, gone through the process of updating, and had a smooth experience while doing so, is a truly wonderful position to be in," says Gemma.

Maintaining a partnership with Applause has allowed Harry's to remain lean and efficient. "Not only have we been able to increase



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our release cadence, I also feel like we've extended our internal team. I don't just have a sales person. I have a professional tester on the other side that is willing to get their hands dirty and really assist," says Gemma.

As the lead on a small team, the extra support Applause provides is greatly appreciated. "The relationships I've made with Applause employees and testers has been incredible. It really feels like they are invested in helping us create a great digital experience for our customers," concludes Gemma.



ABOUT APPLAUSE

Applause is the worldwide leader in crowdtesting and digital quality. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With 400,000+ testers available on-demand around the globe, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

Thousands of leading companies — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: www.applause.com