

COMPANY

VersaMe

INDUSTRY

Connected Devices

TESTING TYPES

Functional

APP TYPES

Android | iOS

CHALLENGES

Ensuring two separate mobile applications worked in harmony with on-market hardware device

Gathering enough quantifiable data during beta trial to ensure app functioned flawlessly upon release

Guaranteeing non-technical users have smooth experience

RESULTS

Leveraged Applause community to ensure hardware device was shipped to the correct testers and only useful feedback was received

Rapidly implemented customer feedback to improve product for launch

CASE STUDY

Starling

by VersaMe

C**USTOMER**

Research has shown that the more words a child hears before the age of four, the more successful they will be later in life. In fact, according to a study conducted by the Rauch Foundation 90% of brain growth happens before a child is four years old.

With this in mind VersaMe, a San Francisco based start-up, created Starling: A wearable for babies that keeps track of the number of words they hear each day. The device is paired via bluetooth with a smartphone app so parents can keep track of their child's progress. They also receive fun tips on how to best engage with their children.

With less than twenty people in total, VersaMe naturally has a very small QA team. It is up to VersaMe's Head of Product Management, Alexandra Yorke, to ensure both iOS and Android apps function properly with Starling and remain bug free.

CHALLENGES

First impressions mean everything in the modern app economy. With the Android app in beta and close to GA, Alexandra needs to ensure that it functions soundly upon launch date. "These are parents using the app. We don't want them spending their time trying to work around a bug." Alexandra said, "We want them engaging with their children, so it is really important to us that they have a smooth experience the first time they launch the app onwards."

The size of VersaMe's QA team limits what the company can achieve internally. While the product is not complex, there are a lot of moving parts- the actual hardware device, the iOS app, and now the Android app all need to work in harmony.

With the Starling already on the market, it is critically important that the mobile app is flawless. Alexandra explains, "Customers have already bought the device, they would feel cheated if we delivered a buggy app."

Although the internal staff implement best practices for testing, VersaMe required a more QA formidable solution. The company needed help to ensure their beta trial would get the necessary feedback to be ready for the day one launch.

SOLUTION

After considering all options, VersaMe determined Applause's Beta Management solution was the perfect fit. Applause's Beta Management removes all the barriers that stand in the way of conducting a successful beta program. On a business level this means there would be no additional forms for customers to sign and no additional software for customers to download. Applause Beta Management solution also provides concise and granular data, feedback, and directly integrates with BTS and CI processes already in place.

Applause's community delivers a unique advantage by placing the beta app in the hands of new parents. This means that VersaMe receives feedback from testers directly in its demographic, on any device and in any location.

Testers are paid on "a per unique bug basis". This guarantees VersaMe is only receiving new and useful feedback. Alexandra explains, "We really like how testers are compensated based on the value of the bug and that only unique bugs are accepted. This promises us that testers will try their best to break the app under a variety of circumstances."

RESULTS

This model has been instrumental to the Android apps development. Through numerous exploratory testing cycles, the Applause community found a number of critical bugs that slipped through the cracks.

"There is only so much that our internal team can achieve. Having an additional 20-30 testers has been amazing." Alexandra says. With a seemingly infinite number of ways and combinations to explore the app, VersaMe has been able to drastically reduce bugs released into the wild.

While the number of bugs found is easily tallied, the intangible benefit Alexandra has seen from Applause is in the partnership approach taken. "They have gone above and beyond." Alexandra says, "We have a hardware device and I thought getting the right people the right pieces would be a logistical nightmare, but Applause has done a great job of keeping track of all the testers and all the moving parts."

"APPLAUSE NOT ONLY HELPS
US RELEASE AN EXCEPTIONAL
PRODUCT TO OUR CUSTOMERS
BUT THE SERVICE HAS GONE
ABOVE AND BEYOND AS WELL"

Alexandra Yorke
Head of Product





VersaMe is on the verge of something truly remarkable. Starling helps parents embrace their roles as their child’s first and most important teachers. Parents have a responsibility to help children reach their full potential. With the help of Applause, VersaMe has been able aid in this journey through Starling.

“Applause not only helps us release an exceptional product to our customers but the service has gone above and beyond as well” Alexandra concludes.

| Americas Inquiries | Europe Inquiries | Israel Inquiries |
|----------------------|-----------------------|--------------------------|
| Applause U.S. HQ | Applause Europe HQ | 11 Galgaley Haplada |
| 100 Pennsylvania Ave | Kopenicker Str. 154 | 1st Entrance – 2nd Floor |
| Suite 500 | 10997 Berlin, Germany | Herzliya, Israel |
| Framingham, MA 01701 | +49 30 57700400 | +972.74.701.4240 |
| 1-844-300-2777 | | |

ABOUT APPLAUSE

Applause empowers companies of all sizes to deliver great digital experiences (DX) – across web, mobile and IoT as well as brick-and- mortar – spanning every customer touchpoint.

Applause delivers unmatched in-the-wild testing, user feedback and research solutions by utilizing its DX platform to manage communities around the world. This provides brands with the real-world insights they need to achieve omni-channel success across demographics, locations, devices and operating systems that match their user base.

Thousands of companies – including Google, FOX, Best Buy, BMW, PayPal and Runkeeper – rely on Applause to ensure great digital experiences for their customers. Learn more at www.applause.com.