

COMPANY

Fox Broadcasting Co.

INDUSTRY

Media

TESTING TYPES

Functional

Usability

Test automation

APP TYPES

Websites

Mobile apps

CHALLENGES

Outsourced app & website development to multiple agencies

Millions of users on multiple platforms globally

RESULTS

30% to 50% reduction in critical defects

Release cycle time reduced by 25%

Better understanding of user needs

Increased user satisfaction / time spent on apps

CASE STUDY**FOX****C****USTOMER**

Shows like American Idol, 24, and Family Guy have made FOX one of America's most watched networks over the last 15 years. Over the same time period, technological innovations have changed what it means to be a media and entertainment enterprise. Digital experiences have reduced the barriers to content creation and distribution, increasing competition and putting viewers in total control. Those viewers expect the content they consume to work flawlessly wherever they are, regardless of whether they're viewing it on their phone, tablet, or connected device.

Picture this: you just got home from work and realize that you missed last night's episode of a FOX hit series. Luckily, the episode is now streaming online so you can catch up on what you missed. The video starts, but all of sudden it begins cutting out and the quality is degraded. After a few seconds of trying to fix the issue you decide to stop watching and move on to another show on another network.

This is exactly the situation that Ariff Sidi, SVP Digital Products & Platforms at Fox Broadcasting Company, wants to avoid.

CHALLENGES

FOX operates 12 different platforms, the most of any broadcaster, which are loaded with video, advertisements, merchandise and more. FOX manages these platforms with an internal team of 22 people and a variety of external vendors. It releases new mobile builds approximately every six weeks, and new builds for their connected devices approximately one to two times per year. The company is committed to innovating, charging Sidi's team with the responsibility of evaluating new products and defining the business case for new platforms.

With a seemingly limitless amount of content for viewers to consume across the internet, FOX releases new digital content on an ongoing basis in order to increase session length, drive repeat viewers, and attract new market segments. This content needs to be easily consumable for the user and work seamlessly across different devices.

To ensure high quality user experiences, FOX relies on Applause for digital testing under real-world conditions. “A good user experience cuts through the noise,” according to Sidi, “which is where the partnership with Applause is incredibly valuable.”

Prior to working with Applause, FOX had a different approach to quality assurance (QA). According to Marc Van Norden, VP Product Development & Engineering at FOX, “Before engaging with Applause, we were more reactive than proactive.” Van Norden now asserts that FOX has developed a more proactive “Can I break it before we launch?” mentality.

SOLUTION

While most of FOX outsourced developers perform QA, FOX utilizes Applause to independently validate new functionality and ensure quality. “Applause has a different approach to the testing process that most developers don’t have. They’re able to crank through things on particular devices, across networks and carriers” said Neel Ketkar, VP Digital Video Products at FOX.

Increased device coverage and reduced time to market is critical for FOX, allowing them to release new products on a coordinated schedule. FOX leverages the Applause community of more than 200,000 professional software testers across the globe to rapidly test new functionality across their platforms.

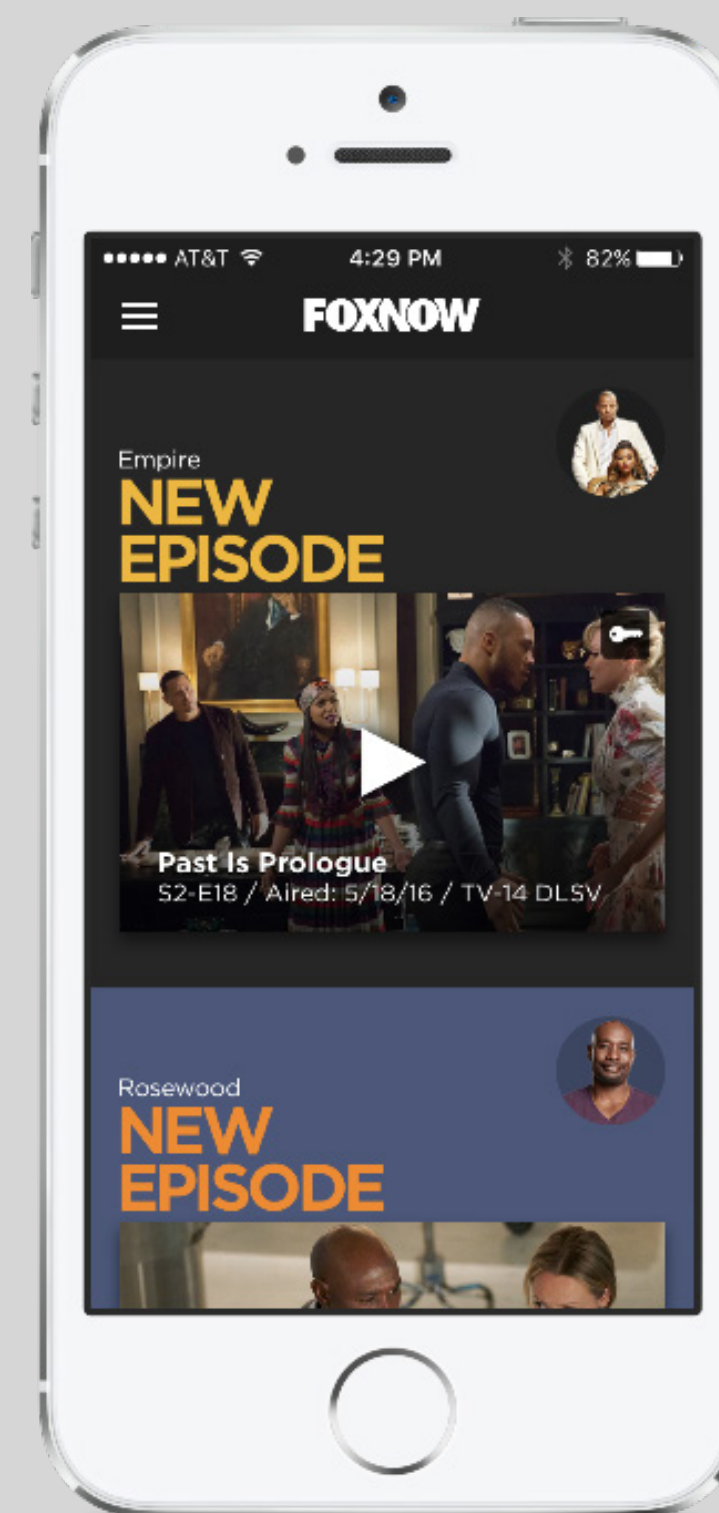
In May 2015, FOX released a completely new build of its Android app, a major update to its iOS app, as well as a major update to its web video player all in the same day. “Applause was a part of those successful launches,” according to Ketkar.

FOX also utilizes Applause Test Automation to achieve broader test case coverage as well as reducing time to market for new functionality. Over 50% of regression testing for the FOX website is automated. Staying in sync with FOX development partners, Applause fully develops new test cases and automation scripts, allowing developers to focus on where they bring the most value: developing. With many FOX product owners working in an automated environment for the first time, FOX views Applause as an extension of the internal team.

“A GOOD USER EXPERIENCE CUTS THROUGH THE NOISE”

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Neel Ketkar

VP Digital Video Products at FOX



30% to 50%

FOX’s reduction in P0 (show stoppers) and P1 (critical) defects by using Applause

In order for users to fully access FOX content, they need to pass through a “TV Everywhere” authentication system. Any issue arising from the authentication system is a point of failure for FOX, as users are restricted from content, which could quickly lead to user abandonment and lost revenue. Applause Test Automation allows FOX to validate the authentication process of more than 100 different providers to ensure their content is accessible.

As viewership behavior continues to change, FOX is committed to providing the best user experience possible to retain and gain users, no matter what device they’re using. Leveraging Applause Usability Testing, FOX is able to identify areas where FOX.com could be more intuitive for the user. One key usability study showed that users were consistently looking for enhanced search functionality on the app, a feature that, as result of this testing, was reprioritized more highly.

RESULTS

The results have been dramatic. FOX has seen a reduction in P0 (show stoppers) and P1 (critical) defects by up to 50%. With a business so reliant on a quality user experience, reduction of these bugs is critical for FOX’s continued success as an industry leader.

FOX has also seen at least a 25% reduction in time required for QA, UAT, and regression testing on every build since engaging with Applause. This time savings is now dedicated to focusing on FOX’s products, allowing product managers to make enhancements and continuously innovate.

Marc Van Norden described the relationship FOX has with Applause by stating, “Applause is known for functional testing using a crowdsourced approach, and they have delivered the coverage we expected. We have also seen our relationship grow to leverage other expertise and offerings from Applause that help us deliver better customer experiences.”

Leveraging Applause has not only allowed FOX to see a reduction in the number of bugs across their platforms, but has allowed the company to continue to improve the overall quality of their user experience. By partnering with Applause, FOX is committed to developing and releasing high quality products that attract and retain users across web, mobile, and connected devices.

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**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.