

COMPANY

RunKeeper

INDUSTRY

Computer Software

TESTING TYPES

Functional | Usability

APP TYPES

Web | Mobile

CHALLENGES

Delivering reliability to its growing base of over 6 million runners using its app in over 60 different countries

Tracking runs accurately through remote locations and neighborhoods

Continually adding new features to stay ahead of competing fitness apps

RESULTS

Continuously sourcing from a community of over 400 runners in over 60 countries to go on “test runs” in locations RunKeeper could not otherwise test

Ensuring the app makes sense to runners that live in different countries and speak different languages through Applause’s international testing community

CASE STUDY**C****CUSTOMER**

The gym shorts are on, your favorite sneakers tied. You strap your smartphone into your armband and turn on two apps: your workout music and the run tracker that will count your steps, calories burned and miles traveled. It’s time to go for a jog.

Out of the house to pound the pavement you go. You weave through the neighborhood, cut through the woods and make your way to the park. Miles (and a good sweat) later, you’ve made your way back home and want to know just how fast and how far you went.

But when you open the app, you see that it has crashed sometime in the middle of your run. The data is either gone or incomplete. You’re frustrated and maybe even a little bit angry. There is a good chance you are not going to use that app again.

This is exactly what a fitness tracking company like RunKeeper needs to avoid. And it is why it turns to Applause to test its apps to make sure this scenario never comes to pass.

RunKeeper has been the leader in smartphone fitness tracking since nearly the beginning of the Apple App Store in 2008. Based in Boston, RunKeeper is the maker of two fitness apps (the eponymous RunKeeper and a newer one called Breeze that passively tracks your fitness activity through the day). RunKeeper sports 35 million users across both iOS and Android and its Web presence.

CHALLENGES

RunKeeper’s large user base and the extremely personal nature of its apps mean that it needs to ship a product that is going to be as reliable to the user as it is helpful. Quality assurance and digital experience testing are essential to its build process.

According to RunKeeper’s Head of Quality Ben Bates, the company did not have a dedicated quality

assurance department before he came along. RunKeeper relied on a suite of regression testing and a limited amount of beta users who tended to be, employees, friends and family. But there was only so much that RunKeeper could do with its limited beta testers and in-house testing. To really test a running app, RunKeeper needed runners.

Leveraging our community of over 250,000 professional testers, Applause was easily able to accommodate this request.

SOLUTION

“One of the big things in our testing is actually taking it out and tracking, so we at least needed people who were willing to go for a walk or go for a run and that sort of thing and see what happens,” Bates said. In addition to Bates, RunKeeper now has three more quality assurance engineers. Bates built his QA team in parallel to partnering with Applause, creating great processes that help RunKeeper increase its confidence in their builds and decrease the time it takes to get releases to market.

“It’s great knowing that most of the people are quality assurance professionals anyway, so they have that testing mindset, and knowing that they are giving us feedback because we see it every day when we submit a build and get bugs within the first couple hours. We know that there are people testing it and putting it to good use,” Bates said.

RESULTS

RunKeeper realizes that today’s apps have to do more than just work. So in addition to functional testing, RunKeeper turned to Applause to perform some localization tests of the translation of its app into different languages. Applause was able to put the app in the hands of testers across the world to ensure RunKeeper made sense in languages like Swedish or Dutch.

“We also did localization recently with nine languages other than English,” Bates said. “And that was a big thing too because we have our translations and we have people here that don’t necessarily speak Russian or Mandarin or some of the other languages that we have. So being able to send it out and say specifically that we’d like to send it to these native speakers.”

RunKeeper’s development team wants to put out a new build of its iOS and Android apps about factor. And it is much less expensive than even hiring one person. It made a big difference in the decision,” Bates said of choosing Applause.

..... “...HAVING THE BROADNESS OF 20 PEOPLE INSTEAD OF JUST HIRING ONE MORE PERSON, THAT DEFINITELY PLAYED A FACTOR.”

Ben Bates

Head of Quality





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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.