



– APPLAUSE CASE STUDY –

“IT IS CLEAR THAT APPLAUSE IS PROVIDING VALUABLE FEEDBACK TO US THAT IS ENABLING US TO BRING A HIGHER QUALITY PRODUCT TO MARKET.”

TAMÁS CHRENÓCZY-NAGY, SENIOR SOFTWARE ENGINEER, SKYSCANNER

CUSTOMER

Skyscanner is a travel search site that has become a key part of the trip-planning process for 50 million global monthly users. Since it was founded in 2003, the startup has steadily grown from a small site used to compare European airfares into a global metasearch engine that enables travelers to browse hotels, rental cars, and both domestic and international flights with a single app.

In 2005, it was recognized in The Guardian for finding the lowest cost flights and “...for beating much bigger operators such as Expedia and Travelocity.” Six years later, it joined those same counterparts on “Top 10 Travel Sites” lists across several other major news publications.

CHALLENGE

Accelerating growth and continuously improving the product creates the challenge of ensuring QA keeps up with the fast-paced engineering environment at Skyscanner.

Tamás Chrenóczy-Nagy, a Senior Software Engineer for Skyscanner, explains, “When we added new features to a build and released it in international markets, we were finding that despite teams focusing on bug-free, high-quality code, on occasion bugs were evading our engineers and escaping into production. We needed a safety line, so if we missed something, it would still be caught and fixed before

COMPANY

Skyscanner

INDUSTRY

Online Travel Booking

TESTING TYPES

Manual

APP TYPES

Mobile

CHALLENGES

- Uncovering and fixing bugs before they reach customers
- Introducing localized features into each target market
- Managing disjointedness that comes with third-party vendors

RESULTS

- Tested in 84 different countries and across more than 1,200 unique device configurations
- Broadened test scope to include a wider variety of defects
- Uncovered opportunities to improve efficiency within QA process and bring builds to market even faster

reaching the people using our apps.”

Additionally, a company with a product that is used across the globe needs to make sure that its digital experience is catering to each of the individual markets that it serves. “Our main goal is to localize the content that we have,” continued Chrenóczy-Nagy. “We are trying to introduce features that are market-specific and optimize our content within those markets.” Without a testing presence in each of these specific markets, this type of optimization would be a tremendous challenge.

Additionally, working with third-party vendors usually comes with its own set of complications. “We didn’t want to have to log in to a vendor’s web platform to access test results,” explained Csaba Szabó, another member of Skyscanner’s Software Engineering team. “That comes with the complicated process of managing extra accounts for all of our team members and teaching them how to use the platform.”

By testing with Applause, Skyscanner is able to test across more than 1,200 different iOS and Android configurations on an ongoing basis.

SOLUTION

After partnering with Applause in 2013, Skyscanner’s first order of business was to get test cycles up and running in all of the different countries it needed to as fast as possible. Within days of signing its contract, Skyscanner had a test cycle for its iOS app set up with testers located across Spain, Poland, Turkey, Vietnam, Ukraine, Bulgaria, China, Indonesia, and other countries across the globe.

From that point forward, Applause has fit seamlessly into Skyscanner’s testing cadence. After a day of fixing, updating, and adding features to a build, Skyscanner passes the build to its Applause team for a nightly exploratory test cycle along with a list of focus areas. By the next morning, Skyscanner has a new list of issues and defects to address throughout the day before passing it back to Applause.

Thanks to the flexibility of Applause, Skyscanner’s fears of disjointedness with a vendor have never been realized. Szabó explained, “If we have questions, we don’t need to send emails to the Applause support team, we just message [the applause project manager] on Slack and he responds immediately. The total



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integration with Applause is great.”

RESULTS

Since its first test cycle with Applause, Skyscanner has expanded its QA capabilities to test across 84 different countries on over 1,200 unique Android and iOS device configurations.

This expanded coverage has also come with a streamlined approach to testing that has enabled Skyscanner to broaden the scope of its test cycles from “Only Critical Issues” to “All Issues.”

“The process we have today looks completely different than our approach two years ago before we started working with Applause, and those improvements are in part due to valuable consultation with the Applause team,” said Szabó.

When it comes to the quality of the issues Applause is reporting, Skyscanner has described the bugs reported by Applause as very relevant and impactful. “Many of the issues Applause reports to us end up approved and fixed,” said Chrenóczy-Nagy. “

However, the biggest impact for Skyscanner is the value Applause brings with it. “When we were looking to scale our QA, working with Applause made sense based on the cost and coverage it provided,” explained Chrenóczy-Nagy.

“ WE GET OUR ISSUES PUSHED DIRECTLY INTO OUR OWN BUG TRACKING SYSTEM SO IT IS AS IF OUR APPLAUSE TEAM IS REALLY JUST AN EXTENSION OF OUR SKYSCANNER TEAM.”

CSABA SZABÓ, SENIOR SOFTWARE ENGINEER, SKYSCANNER

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