

## COMPANY

MessageLOUD

## INDUSTRY

Consumer Services

## TESTING TYPES

Functional | Usability

## APP TYPES

Mobile Apps

## CHALLENGES

Deliver safe and reliable user interface which requires only simple screen swipes to operate phone

Ensure app is functioning outside of a lab setting in real-world conditions across multiple countries

Discover critical issues before releasing builds and avoiding the danger of bugs escaping into production

## RESULTS

Found 100 bugs in software over a 6-week period and addressed critical issues before initial release

Developed continuous relationship with Applause working together on new builds and continuous releases of MessageLOUD across new geographies

Usability specialist provided comprehensive report detailing user feedback, actionable results, and expert opinion detailing recommended next steps

## CASE STUDY



messageLOUD

Listen To Your Email And Texts

C

### CUSTOMER

Reading or replying to email and texts while driving is dangerous. It's so dangerous that "texting while driving" is now the leading cause of deaths for teens in the United States. Despite the fact that 45 states have made texting and emailing while driving illegal, it's clear people are still actively using their phones. According to a distracted driving study conducted this year by the Center for Internet and Technology Addiction, 70% percent of drivers admit they use their smartphones while they are driving. According to the study, 61% of people admit to texting and 33% read and send emails while they are behind the wheel.

It is estimated that distracted drivers cause 10% of all traffic deaths. For MessageLOUD to combat this national, distracted driving pandemic, they must ensure their app is easy to use and works flawlessly.

MessageLOUD is the only app that automatically reads your texts, WhatsApp messages, and email out loud, while enabling you to delete, dismiss, or call back the sender without ever looking at your phone. This enhances the users safe driving, active living, and work productivity.

### CHALLENGES

MessageLOUDs application works by simple screen swipes to perform actions. For example, if the user would like to play a text message, a simple swipe up on the phone would play it out loud. If they would like to inform an incoming caller they are busy, swipe down and a previously loaded message will be forwarded to the caller.

The success of a mobile app company like MessageLOUD could hang entirely on the feedback of their initial launch. To be a success, the app not only needs to be bug-free and easy-to-use, but it also needs to make the end user feel safer. So, while MessageLOUD staffs a formidable QA team they understand their own staff may be too close to the product to truly see it as a new user, or approach the app in a completely unbiased way. They need to be painstakingly meticulous and ensure no area is overlooked.

MessageLOUD needed a pre-launch group of professional grade beta testers however, recruiting for these testers internally proved to be incredibly time consuming and expensive. Also, without proper procedures already in place, it turned out to be nearly impossible to gather all the feedback and analyze the data in a meaningful way that fit with their timeline. With further push back of the official launch date not an option; MessageLOUD needed to find a third party to provide quality beta testers and feedback for them.

## SOLUTION

Applause works with the MessageLOUD's QA team by running weekly test sprints to ensure the app is problem-free. With professional testers in nearly 200 countries and territories around the world, Applause was able to scale up the number of testers quickly in the U.S. and internationally in order to identify issues prior to launching the app.

To achieve digital success, it is vital that brands listen to their users, and recognize that those users define app quality and decide which brands win or lose. Through Applause's usability testing, MessageLOUD is able to gather certain demographic data (gender, age, location) of its testers to highlight which users feel more and less confident with the app, as well as a general feedback questionnaire.

Within days an Applause usability expert provided a comprehensive report detailing user feedback, actionable results, expert opinion, and recommended next steps on how to make the most user-friendly app possible.

## RESULTS

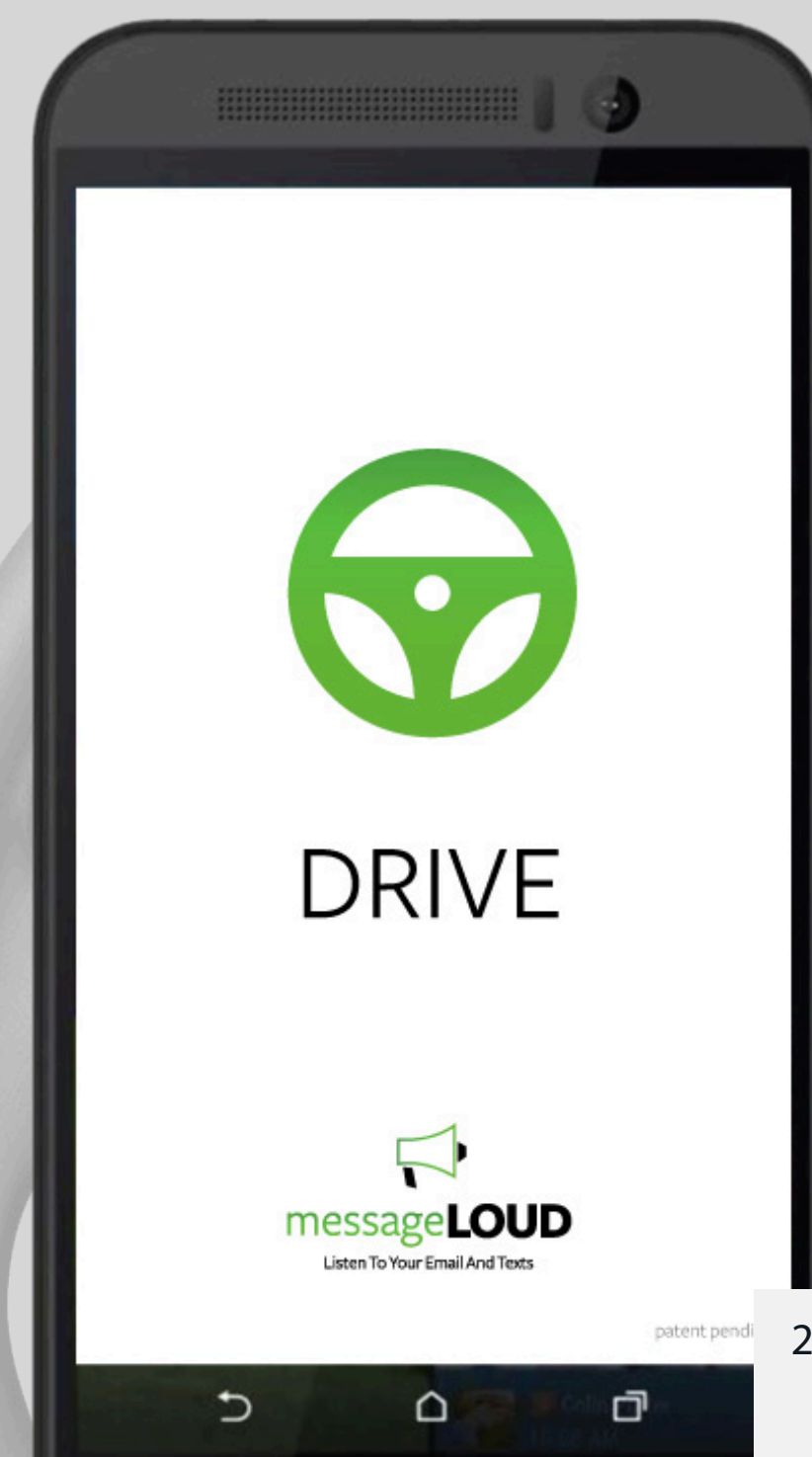
While the MessageLOUD's in-house team found over 80 bugs internally, the Applause testers put the app through its paces under real-world conditions and found an additional 100 bugs over a 6 week period, which enabled the MessageLOUD team to address critical issues before its initial release.

"By working with Applause, we have been able to make sure critical issues were found and resolved before the release," said Garin Toren, CEO of MessageLOUD. "Distracted driving kills thousands and injures more than half a million people each year in North America alone. Our mission at MessageLOUD is to eliminate accidents and deaths due to smartphone usage while driving. And Applause, with their global community of professional testers, is uniquely positioned to help us make sure our app works the way it is supposed to in the real world. Not in a QA lab, but in actual vehicles where our app can be the difference between life and death."

..... "BY WORKING WITH APPLAUSE  
WE HAVE BEEN ABLE TO  
MAKE SURE CRITICAL ISSUES  
WERE FOUND AND RESOLVED  
BEFORE THE RELEASE."

**Garin Toren**

CEO of MessageLOUD



“WORKING WITH APPLAUSE ENABLED US TO MAKE RAPID IMPROVEMENTS AND GET TO THE MARKET FASTER THAN WE OTHERWISE WOULD HAVE.”

**Garin Toren**

CEO of MessageLOUD

“Working with Applause enabled us to make rapid improvements and get to market faster than we otherwise would have,” added Toren. “And the quicker we get to market with new builds of our app means more people downloading it and using it. And that can save lives.”

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

**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](http://www.applause.com).