



American Red Cross

— APPLAUSE CASE STUDY —

“WORKING WITH APPLAUSE IS ONE IMPORTANT WAY THAT WE ARE INNOVATING TO MAKE SURE THE RED CROSS CONTINUES TO BE THE STANDARD BEARER FOR SERVING PEOPLE.”

DOMINICK TOLLI, VP OF PRODUCT MANAGEMENT AND DEVELOPMENT, AMERICAN RED CROSS

CUSTOMER

As one of the best known and top-rated charitable organizations in the world, the American Red Cross is committed to helping those in need whenever disaster strikes. In the United States alone, it responds to approximately 70,000 disasters each year. From home fires to hurricanes to earthquakes, the Red Cross provides shelter, food, health, and mental health services to help families and communities get back on their feet.

With a focus on awareness and preparedness, the Red Cross looks to continually broaden the availability of these services through digital channels. Currently, through its website and 12 mobile apps—8 of which put lifesaving information at the fingertips of anyone who downloads them—including content like severe weather and disaster alerts, first aid information, eLearning courses, and much more.

CHALLENGE

For the Red Cross, delivering a functional and reliable experience when people need vital information is paramount—no matter when, where, or how a user accesses its apps. On top of that, the massive influx of people seeking assistance during and after disasters requires that the apps be able to hold up under large amounts of

COMPANY

American Red Cross

INDUSTRY

Charitable Organization

TESTING TYPES

Manual | Usability

APP TYPES

Web | Mobile

CHALLENGES

- Wide range of mobile devices, OS versions, geography, and carrier combinations
- Complexity due to GPS location data for vehicle locations and extreme weather alerts
- Large amounts of users simultaneously accessing apps and sites during disasters

RESULTS

- Rapid identification of issues would have prevented timely and accurate information
- Gained the confidence that tens of thousands of users can access digital properties at the same time
- Increased speed of innovation with the assurance

user load.

With location-based early warnings for pending disasters like tornadoes or forest fires, testing the efficacy of these apps in a time of need was difficult without putting them into the hands of real people.

The need for a functional experience isn't limited to emergencies; it also extends to normal day-to-day activities such as signing up for and attending an in-person or online first aid class. "Whether they are receiving a warning about a pending disaster or registering for training, people who use our mobile apps and website expect a glitch-free experience that works as they want and need it to," said Dominick Tolli, Vice President, Product Management and Development at the Red Cross. For the Red Cross, the performance of its swim companion and blood donation apps are just as important as its hurricane and earthquake apps.

With the large number of variables between locations, connectivity, and devices, traditional testing approaches were unable to provide a complete picture of digital quality through the eyes of its users. To truly understand the effectiveness and reliability of its apps and website, the Red Cross looked for a real-world testing solution.

SOLUTION

The Red Cross realized that it needed a testing approach that could provide a wide range of device coverage, an international presence, and load testing capabilities to address its challenges. Through its partnership with Applause, the Red Cross gained access to custom test teams hand-picked from a community of 400,000+ professional software testers across 200+ countries and territories.

Applause provides multiple types of testing for the Red Cross, including functional testing of mobile apps and customized usability testing for course registration, general usability, and check-out processes for the 'Take a Class' section of their website. Applause also runs vital load testing for the Red Cross, which has helped ensure Red Cross apps are able to handle the increased usage that comes when providing relief to thousands of people dealing with natural disasters.

The organization's signature First Aid App has undergone thorough testing (both functional and usability) to make sure that it is easy to understand, even if a person has not had Red Cross training. "Working



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AMERICAN RED CROSS

with Applause is one important way that we are innovating to make sure that the Red Cross continues to be the standard-bearer for serving people in need and those who want to help them,” said Tolli.

The Red Cross conducts ongoing testing with testers in nearly 40 different countries using hundreds of different devices.

RESULTS

The use of professional testers from around the world has allowed the Red Cross to scale its quality efforts and provide the assurance that it is delivering the highest standard of services possible. From day one of testing, issues that could prevent a user from getting the timely and accurate information they need were identified and corrected.

Through load testing, it now has the confidence that in the event of a major emergency, slow-loading pages or a complete failure to load would not impact users attempting to access its site or apps. This type of work gives the Red Cross peace of mind that its users are taken care of, no matter when or how they are looking to access its digital properties.

The American Red Cross innovates by pushing its digital offerings forward and continually looking for new ways to turn compassion into action. When people need it most, the Red Cross provides the quality and reliable services expected, because it knows that a person's peace of mind can be the most important relief to give.



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