# bluprint

> " *APPLAUSE GIVES US THE ABILITY TO GET RAPID FEEDBACK ON THE CHANGES THAT WE'RE MAKING AND HAVE CONFIDENCE THAT WHEN WE COMMIT CHANGES THERE WILL BE NO MAJOR BUGS.*"

**DAVID LUMPKIN,** SENIOR TEST AUTOMATION ENGINEER, BLUPRINT

## CUSTOMER

Ask anyone who knits or quilts, paints or bakes, and they'll tell you crafting and other hobbies are a way of life. For more than 10 million crafters in 180 countries, Bluprint (an NBC Universal company formally known as Craftsy) is where they learn, teach, and hone their crafts.

Bluprint's fanatical users take more than 4,000 online video classes and purchase more than 2,000 supply kits every day. It sells these items a la carte and offers an unlimited subscription service for those that just can't choose between those "Watercolor Made Simple" and "Savory Tarts, Quiches, & Galettes" classes – or don't want to.

Bluprint's 40 tech and product team members serve these users through an almost endless list of devices, including phones, tablets, and desktops, and recently added Roku streaming players to the list. It does this with just two full-time testers on staff, a 15-to-1 developer-to-tester ratio in an industry where 4-to-1 is more typical.

## CHALLENGE

Bluprint is unique in that it focuses on both delivering compelling digital media and processing e-commerce transactions. This presents many unique challenges, from video streaming across different networks, devices, and locations to processing payments, taxes, and tariffs across the many countries it serves. Delivering a cohesive, end-to-end customer

### COMPANY
Bluprint

### INDUSTRY
Software

### TESTING TYPES
Manual | Usability

### APP TYPES
Web | Mobile

### CHALLENGES
- Provide seamless user experience across devices, countries, and age groups
- Bring testing up to speed with continuous deployment initiative to increase release cadence
- Decrease burden of manual testing on lean QA team

### RESULTS
- Over 1,000 bugs identified in just over one-and-a-half years
- Successfully implemented major projects like paid Roku app and ApplePay for Safari
- Ship 5-10 update releases per day

APPLAUSE°

experience is a battle Bluprint is constantly fighting.

To deliver the experience customers demand and react to changes more quickly, Bluprint embarked on a path toward a continuous deployment model. However, with a lean quality assurance staff and the need to test efficiently, effectively, and quickly, testing threatened to become a real pinch point.

Bluprint needed to evolve from its completely manual, in-house quality assurance process to something more efficient. To make this happen, it rewrote its entire platform to enable more automated testing and began a relationship with Applause for the difficult functional, hands-on testing and monitoring that automated tests just can't deliver.

## SOLUTION

For less than the cost of about one full-time QA employee, Bluprint has 130 Applause testers in 13 countries, covering 138 devices, at its disposal.

The Applause team contributes in other cases, as well. There are those issues that simply can't be tested much before being released, so extensive monitoring is involved after the fact. There's also functions that aren't that common, or high enough priority to write and execute testing scripts for. Applause's flexibility, speed, and testing expertise is key to getting these updates tested and live.

## RESULTS

The efficiency improvements Bluprint has realized with its continuous deployment strategy have been truly impressive. Applause testers have identified over 1,000 bugs since beginning with Bluprint. This has significantly improved customer experience scores with Bluprint users and has enabled Bluprint to increase its device coverage due to the compatibility issues Applause helped identify.

Bluprint has also upped its release cadence to five to ten updates per day. Of these, only two may actually be viewed by the QA team. Bluprint has found great value in Applause in knowing they have a second set of eyes to thoroughly vet the update. This could be during off-hours (nights and weekends) or simply when the QA team needs some extra manpower. In any case, Applause has helped Bluprint deliver in a fraction of the time, while also providing increased device and international coverage.

When Bluprint was launching its Roku subscription app, there were huge revenue and user satisfaction implications. It leaned heavily on Applause's team of international testers and, thanks to their reports, found out that they had only turned the app on in the United States, and there were different
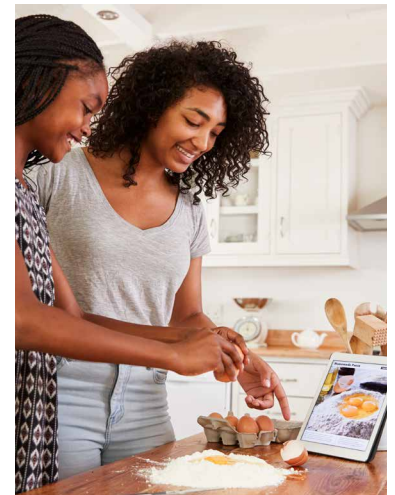
*" WITH SOMETHING THAT REQUIRES A HUMAN EYE, IT'S GREAT TO BE ABLE TO LEAN ON APPLAUSE."*

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configuration requirements to activate it in different countries. Through this test, Bluprint also learned what each error screen looks like when a country isn't supported — which it used to inform customer service to better handle user complaints.

"Anything we want to test, we can," Lumpkin said. "This gives us the ability to get rapid feedback on the changes that we're making and have confidence that when we commit changes there will be no major bugs."

While it's tough to put a number on confidence, it's no less real than the other benefits. With the combination of automated and Applause testing, Bluprint has the confidence and ability to continue providing innovative ways for crafters and hobbyists everywhere to learn, create, and build communities.

" *APPLAUSE'S SOLUTION DELIVERY MANAGER IS REALLY FAST. IN FACT, I DON'T THINK HE EVER SLEEPS…AND THAT CERTAINLY HELPS ME SLEEP A LOT BETTER."*

**SUE BISHOP,** QA MANGER, BLUPRINT

## ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **highly-vetted 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