



– APPLAUSE CASE STUDY –

“ WORKING WITH APPLAUSE HAS HELPED US BUILD A COMPREHENSIVE TESTING STRATEGY. WE NOW HAVE A STREAMLINED WAY OF GETTING NEW FEATURES VALIDATED. IT ALSO HAS INCREASED OUR CAPACITY AND PRODUCTIVITY OVERALL.”

DEWET DIENER, VP ENGINEERING, CURVE

CUSTOMER

London-headquartered fintech Curve was founded in 2015. Its products, the Curve app and card, work as a digital wallet, providing a platform to manage expenses, make best use of financial instruments and ensure both convenience and control to users. Their mantra is: “One card to rule them all.”

As customers connect their existing credit, debit and loyalty cards with Curve, they tap into a variety of innovative features. Equipped with a unified method of payment, users can keep an eye on their expenses across all accounts. The underlying payment method can be selected for each transaction, and even changed for up to 90 days afterwards. Along with these innovative functionalities, Curve views safety as a key element, as actual card details are never shared with merchants or interfaces. Active in 31 markets in the European Economic Area and already having earned the trust of more than 1.5 million users, Curve is set for further growth.

CHALLENGE

As a financial service provider, Curve handles sensitive data on a daily basis, making security a priority and leaving little room for technical error. Additionally, the company is subject to financial regulations, and

COMPANY

Curve

INDUSTRY

Financial Services

TESTING TYPES

Functional (exploratory and test case execution)

APP TYPES

Mobile | Web

CHALLENGES

- Fast release train
- Need for real-life testing
- Rapid expansion across numerous markets
- Financial regulations affecting onboarding process

RESULTS

- Testing rolled out over key geographies and an array of 200+ unique environments
- Over 420 bugs identified and accepted
- Backend infrastructure migrated successfully and smoothly

onboarding and sign up processes need to comply with very specific guidelines. Pursuing its ambitious expansion goals, Curve aims to ensure the functionality of its products on a broad variety of devices used by customers in numerous markets, including the UK, Germany and Poland.

Consequently, Curve needed to enable its in-house testing unit to scale up as quickly as its product. A busy release train continually pushed the internal QA team of five people to its limits. “Your testing team can only do so much,” explains Dewet Diener, VP of Engineering at Curve. This was especially due to a focus on manual testing — Curve used test automation for only 20% of its test coverage. Curve also found that its products, due to their very nature, required real-life interactions to be tested comprehensively. Thorough testing across geographies was essentially impossible with Curve’s internal resources. Diener also points out the challenge of internal testing bias: “When you’re inside the company, you know all the warts, so you can’t go over them with a fresh mindset. This is what an external testing capability really unlocks.”

SOLUTION

Bringing Applause into the equation unlocked a new approach to testing for Curve. Through manual functional testing (exploratory testing and test case execution), Curve can now thoroughly test new features as well as commit to weekly regression testing, with fresh eyes always available. Weekend testing fits right between Monday-to-Friday development cycles, enabling a continually fast pace.

Curve’s onboarding process is one of the focus points of testing, as it has to strike a fine balance between collecting all information necessary to satisfy local regulations while maintaining a smooth and fully functional user journey. Leveraging vetted teams sourced from Applause’s global community of testers and QA experts to test real-life systems, such as SMS verifications and notifications, allows for optimization in this regard.

By collaborating with Applause, Curve has also gained instant access to testers in their specific target markets across the European Union. Comprehensive bug reports available in real time and containing detailed descriptions, screenshots, screen recordings and console logs enable the Curve team to immediately and easily address the issues identified. “Applause has testers for us in all of our primary growth markets. They also managed to get us a rich combination of Android and iOS, to really test and discover bugs in all kinds of operating systems,” says Dewet Diener.



“WE MIGRATED OUR COMPLETE BACK-END INFRASTRUCTURE. IT WAS LIKE REBUILDING THE AIRPLANE WHILE IN FLIGHT - AND WE DIDN’T WANT OUR USERS TO NOTICE AT ALL. HERE, AGAIN, APPLAUSE WAS VERY USEFUL.”

DEWET DIENER, VP ENGINEERING, CURVE

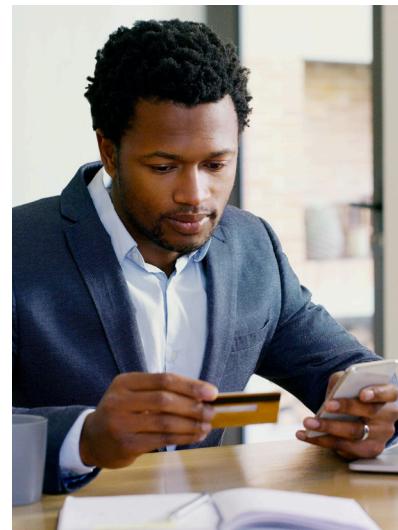
RESULTS

At the onset of the partnership and for a one-year period, Curve engaged Applause's testing teams for manual functional testing 54 separate times, or roughly once per week. Each engagement featured a group of 15 active testers, with 216 unique testers contributing altogether. Each iteration combined a core of recurring testers who use the app regularly and can provide valuable feedback on each update, and an influx of new testers who are well-suited for regression testing. Testing was conducted on over 200 unique iOS, Android and desktop environments.

Testers reported over 500 bugs in total, some of which could have caused major disruptions for end-users. For example, Applause testers reported app crashes when trying to add cards during the signup process, due to a broken integration with Zendesk after an SDK update. Fast and responsive identification of the error avoided the loss of customers during onboarding and had a direct impact on value creation.

Backed up by Applause's extensive testing capabilities, Curve could undertake another massive project: The complete migration to a new production environment. Applause provided select testers to soak-test and validate the new environment, allowing for the transition to happen smoothly and with no impact on the existing customer base. Freeing up internal QA engineers also allowed them to spend more time on high-value projects, such as the further development of test automation.

This tailored, scalable and comprehensive testing approach enables Curve to optimize its internal QA processes and increase productivity. Adaptable testing capabilities and high confidence levels will continue to serve it well as the company grows and conquers new markets.



ABOUT APPLAUSE

Applause is a world leader in testing and digital quality. Brands win or lose customers through digital interactions, and Applause alone delivers authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Unlike traditional testing methods (including lab-based and offshoring), Applause responds with the speed, scale and flexibility that brands require and expect. Applause provides actionable testing results that help development teams build better digital experiences faster, and release them with confidence. The world's leading brands – including Google, American Express and Dow Jones – rely on Applause as a best practice and release partner to deliver digital experiences their customers love.

Learn more at: www.applause.com