dreem

> " *APPLAUSE'S COMMUNITY PROVIDES ACCESS TO A LARGE DATABASE OF TESTERS WHO GIVE FEEDBACK AS IF THEY WERE REAL CUSTOMERS.*"

ANTOINE FIEL, HEAD OF TESTING AND VALIDATION, DREEM

CUSTOMER

Founded in 2014 by engineering students Quentin Soulet de Brugière and Hugo Mercier, Dreem's mission is to help users measure and improve the quality of their sleep. The startup developed an innovative neuroscience-based product, the Dreem smart-sleep headband, which connects to iOS and Android apps. By gathering sleep data during the night, Dreem informs users about their sleep quality. Users can also use various programs and features to help improve their sleep.

Dreem also developed the Alfin app, intended for healthcare professionals. Alfin allows healthcare professionals to perform tests on patients suffering from sleep problems and helps more effectively detect certain pathologies.

CHALLENGE

Due to the complexity of the product and the integration with its dedicated app, Dreem must perform testing in realistic settings. The functionality of both the headband and app depends on the ability to adjust to the user's individual sleeping habits and behaviors, as each user has their own sleep pattern. To add to the complexity of testing Dreem, it's not always easy to detect a potential malfunction of its headband and app, and therefore requires vigilant analysis.

Dreem would also like to ensure that the firmware embedded in its headband, as well as the interaction with the app, function properly and meet the quality standards. This requires real-world testing, which can only be achieved by actual people wearing the headband and app overnight.

COMPANY
Dreem

INDUSTRY
Healthcare

TESTING TYPES
Functional

APP TYPES
iOS or Android linked to a smart headband

CHALLENGES
- Testing their smart object & mobile app pair in real-world situations
- Increasing capacity of QA team and benefiting from fresh pairs of eyes
- Improving the level of confidence in product releases

RESULTS
- 468 confirmed bugs, 141 of which were labeled as major, identified during 1,700 nights
- A team of 39 testers in 155 unique test environments, able to test the headband and app in real-world conditions
- Exponential improvement in testing capabilities and significant time-saving for Dreem's QA teams

APPLAUSE°

To achieve that, Dreem sends a large number of products to testers, and tracks the headband and app versions that each tester uses. This monitoring work represents a real logistical and time-consuming challenge for Dreem. To alleviate some of the burden, Dreem decided to partner with Applause.

SOLUTION

Through a partnership established late in 2019, Applause supports Dreem in its testing objectives for both the headband and the app. With this collaboration, Dreem ensures consistent quality by implementing a test strategy adapted to its technological specificities.

Thanks to the help of crowdtesting solutions supported by the Applause community of digital experts, Dreem can quickly benefit from actionable results, ensuring that different versions of its headband and app communicate effectively. Applause testers use the headband and app under the most realistic conditions possible, and their profiles correspond to the target market user profiles. This helps guarantee accurate performance of Dreem products. "The use of external testers allows access to a new community, providing a fresh and neutral look at the product," said Antoine Fiel, Head of Testing and Validation at Dreem.

Applause seamlessly integrates the processes of Dreem's QA team, accelerating the testing of different features with each sprint. Cycles last only a few days, which enables faster test tracking, bug reporting and precise results. This saves Dreem a significant amount of time, as well as improves responsiveness to forthcoming issues.

RESULTS

As part of the collaboration, Applause gathers in-depth product knowledge from Dreem to advise the team on best testing practices. Real-time communication through a Slack channel allows Applause to respond efficiently to Dreem's needs. The dual integration of Applause into existing teams and processes through Dreem's Jira system allows the development teams to track and fix reported bugs.

The Applause platform facilitates the understanding of identified bugs, with detailed bug reports that provide a wide range of essential information, such as reproduction steps, images, videos and crash logs. This interface allows Dreem's QA team to communicate directly with testers, helping them accurately identify the source of the problem. "It's crucial that we are able to speak to the testers at any time. This helps us reproduce a bug and understand the conditions under which it manifested," Fiel said.

Tests conducted by the Applause community provided feedback on the key navigation flows, including pairing the headband to the smartphone, night logs

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and sleep reports. This collaboration allowed Dreem to collect data for more than 1,700 nights, thanks to an active team of 39 testers, located in 6 strategic countries, offering 155 unique test environments. Dreem's QA team approved 468 reported bugs, 141 of which were identified as having high added value or directly impacting the user experience.

With the help of Applause's community and its dedicated platform, Dreem is now able to launch with confidence, while also reducing the duration of sprints, to guarantee the final quality of the headband and app.

ABOUT APPLAUSE

Applause is the worldwide leader in enabling digital quality. Customers are no longer satisfied with digital experiences that are good enough; they demand the exceptional. The Applause Product Excellence Platform provides the world's leading brands with the comprehensive approach to digital quality needed to deliver uncommonly great digital experiences across the globe — with **highly vetted testers available on demand**, a complete and enterprise-class technology infrastructure, multi-point digital quality solutions and SaaS products, and expertise across industries and use cases. This harmonized approach drastically improves testing coverage, reduces costs and speeds time-to-market for websites, mobile apps, IoT and in-store experiences.

Thousands of leading companies — including Ford, Google, Western Union and Dow Jones — rely on Applause as a best practice to deliver the exceptional products and digital experiences their customers love.

Learn more at: www.applause.com