



– APPLAUSE CASE STUDY –

“ WE FIRMLY BELIEVE IN THE TEST PYRAMID, AND MOST OF OUR TESTING IS DONE IN AN AUTOMATED WAY. BUT THERE ARE A LOT OF CASES IN WHICH WE NEED TO TEST THINGS IN PERSON OR IN COUNTRY. WE ARE NOT, FOR INSTANCE, IN NORWAY - BUT APPLAUSE IS.”

DANIEL BROAD, SENIOR TECHNOLOGY MANAGER, CONSUMER APPS, JUST EAT

## CUSTOMER

Founded in Denmark in 2001 and headquartered in London, United Kingdom, Just Eat merged with Takeaway.com in January 2020 and took over Grubhub a few months later, becoming the world’s leading food delivery service outside China. Initially providing solely a marketplace for restaurants and customers, it also integrated delivery services in 2018. The group Just Eat Takeaway.com currently operates platforms and local brands in 24 countries. With over 10,000,000 installs on Android devices alone, the Just Eat apps serve millions of customers with increasing frequency as the ongoing pandemic has seen a surge of home food orders.

## CHALLENGES

“Restaurants, couriers, the platform - there are a lot of people involved in this,” says Daniel Broad, Senior Technology Manager for Consumer Apps at Just Eat UK. While balancing the demands of successful interactions at every step of the delivery process, Just Eat also finds itself with an end customer group that poses special challenges. “Fundamentally, we are trying to create a good experience for hungry people - who are not always the most forgiving users.”

### COMPANY

Just Eat UK

### INDUSTRY

Food Delivery Services

### TESTING TYPES

Manual (Test Cases & Exploratory) | Accessibility

### APP TYPES

Mobile | Web

### CHALLENGES

- Creating a flawless customer experience with a complex microservice infrastructure
- Testing across locations, languages and time zones
- Accelerating release train without increasing overhead

### RESULTS

- Tests run by a total of 517 testers in 8 countries on 685 unique environments
- 3119 bugs identified, averaging 10 bugs per release
- Helped Just Eat to free up internal QA resources and focus on high value projects and tasks

Improving end-to-end feature release time is another of Just Eat's testing goals. As its services are available in markets around the globe, Just Eat has to test each rollout not only across locations and devices, but with varying time zones and languages taken into account. Additionally, its performance largely depends on GPS data accuracy, such as restaurant delivery range configurations. These features are subject to frequent changes and notoriously difficult to test through simulations only.

Being a possible fraud target, the platform also requires extensive CDN and edge protection, while at the same time ensuring no legitimate requests are being blocked. And most recently, food delivery services have been called on to implement adjustments and new policies, such as no contact delivery processes, on short notice.

Last but not least, Just Eat needs to get a comprehensive understanding of the level of accessibility of its platform, evaluate whether it complies with WCAG 2.1 accessibility standards, and get actionable insights on whether customers can successfully order using the VoiceOver functionality.

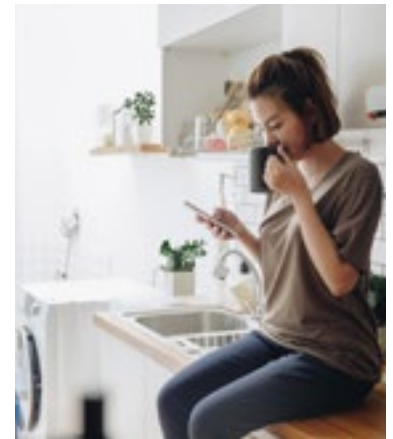
## SOLUTION

To help Just Eat reach its goals, Applause began supporting the QA team in 2017 through testing cycles twice a month, soon upgraded to weekly intervals. By leveraging the Applause testing team's expertise and their hundreds of testers in all 8 countries the company serves, Just Eat's internal QA team managed to save and reallocate some of their precious time to high-value projects and tasks.

Applause's QA professionals and testers were carefully chosen to correspond to Just Eat's end user group and replicate the mix of devices using the app most frequently. Testers harness real platform situations for both exploratory testing and test case execution, built around primed sets of restaurants able to simulate both order fulfilment and driver activities. After Just Eat has identified and fixed bugs, Applause runs an additional bug fix verification cycle to ensure a flawless customer experience. Additionally, regular accessibility audits test out the ordering process using the VoiceOver function, and verify whether the Just Eat apps comply with WCAG 2.1 accessibility standards and meet AA conformance levels.

## RESULTS

Leveraging Applause's expertise and pool of vetted testers gave Just Eat the assurance on device and location coverage it needed to confidently release while speeding up its processes. Since the beginning of the collaboration in 2017, tests have run through 685 unique environments (334 iOS, 324 Android, 14 MacOS and 13 Windows) and involved a total of 517 testers. Thanks to the dedicated testing pool remaining stable over



*“ IN TERMS OF DEVICE AND LOCATION COVERAGE, APPLAUSE GIVES US REAL VALUE, AND THEY DO IT QUICKLY.”*

**DANIEL BROAD**, SENIOR TECHNOLOGY MANAGER, CONSUMER APPS, JUST EAT

time, individual testers could get to know the app and relevant terminology, thereby delivering optimal value — especially for internal debugging teams.

Over hundreds of releases, testers identified more than 3100 bugs, averaging 10 per release. Some of the bugs affected very important features. These errors were caught and consequently fixed before real users encountered problems that could have created a frustrating customer experience. As an example, testers in New Zealand found a bug that would have allowed customers to order at a closed restaurant - an error that could have potentially caused much confusion and dissatisfaction. Linked to the choice of delivery time, this bug could not have been identified without testers located in the correct country and time zone.

In another instance, testers in Denmark running customer support test cases found that the Just Eat app crashed when transferring the chatflow from bot to human. This issue could have easily damaged customer relations, as customers seeking assistance are already at a precarious point in the interaction, and additional technical failure might well lead to severe displeasure and abandonment.

In addition to supporting Just Eat's functional testing efforts, Applause also enabled the company to incorporate WCAG 2.1 accessibility auditing into the release process. By doing so, Just Eat can now ensure that the core functionalities related to placing an order with voiceover work correctly each time a build is released.

Just Eat's microservice architecture and Applause testing capabilities are perfectly matched when it comes to scaling and development acceleration. With a cooperative testing strategy that successfully shifts testing either into automated processes or to Applause, Just Eat is looking to continue the partnership. The Just Eat and Takeway.com platforms will merge further, and accessibility testing is set to become a core aspect of the company's releases. As Daniel Broad says: "You just have to decide what you want, and Applause will do the work."

*“ SINCE OUR APPS ARE VERY POPULAR WORLDWIDE, ONE OF OUR CHALLENGES IS THAT THEY ARE RELEASED TO VERY LARGE SETS OF USERS. THAT BRINGS OUT ALL KINDS OF INTERESTING EDGE CASES WE STRUGGLE TO FIND DURING OUR INTERNAL QUALITY PROCESSES.*

**DANIEL BROAD**, SENIOR TECHNOLOGY MANAGER, CONSUMER APPS, JUST EAT

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