



Mobimeo

— APPLAUSE CASE STUDY —

“ APPLAUSE HELPS US TO TEST EVERY DEVICE ACROSS MULTIPLE LOCATIONS. THEY CAN MAKE SURE THAT OUR TESTERS ARE ON THE SPOT AND USE THE TRANSPORTATION MEANS THAT WE NEED IN THE PLACE WHERE WE WANT TO TEST. APPLAUSE ALSO PROVIDES A FRESH VIEW ON OUR APPS THANKS TO THE FEEDBACK OF THE TESTERS.”

PATRICK GROSS, ENGINEERING LEAD QA, MOBIMEO

CUSTOMER

Mobimeo is a technology partner of cities, transport companies and transport associations, helping mobility providers to enhance their digital offerings and delight their customers. Founded in 2018 by the German public railway company Deutsche Bahn AG, mobility is part of Mobimeo’s DNA. This reflects in the company’s mission statement “Changing the way cities move.”

Mobimeo’s unique structure enables it to combine the tech know-how of an agile startup with the industry expertise of a leading public mobility company, thereby offering top-notch and stress-free transportation experiences to millions of public transit riders.

With an international team of about 90 developers, designers and product managers in the company’s headquarters in Berlin, Mobimeo works on developing applications for various partners as well as on integrations within existing systems via building blocks.

CHALLENGE

Mobimeo’s resources — available devices and manpower — were limited, and the company had to manage important time constraints: making sure that each release was conducted in a timely and seamless manner without

COMPANY

Mobimeo

INDUSTRY

Mobility

TESTING TYPES

Functional Testing

APP TYPES

Mobile

CHALLENGES

- Limited resources in terms of equipment and manpower
- Fast paced environment and tight timelines
- Need for extensive geographical and device coverage
- Conditions not reproducible in a lab environment

RESULTS

- Executed 40 test cycles as of March 2020
- Tested on 98 iOS devices and 105 Android devices
- 305 bugs uncovered by 65 different testers, with an acceptance rate of 95%

any bugs passing through to production. Working with different partners, Mobimeo had to ensure that all applications were thoroughly tested on a variety of relevant device/OS combinations (118 iOS and 123 Android unique devices/OS versions), and that the test results were processed correctly in order to build security and trust in their relationships.

As a technology company working on simplifying everyday mobility in urban centers, the biggest challenge for Mobimeo was to test its applications under real-life conditions — that is, under circumstances that couldn't be planned or foreseen in labs, such as overground and underground situations, dealing with delays and route modifications, or payment methods used to buy tickets, among many other challenges.

Therefore, Mobimeo needed to secure a wide geographic and device coverage, with an increased number of testers similar to their end users providing feedback.

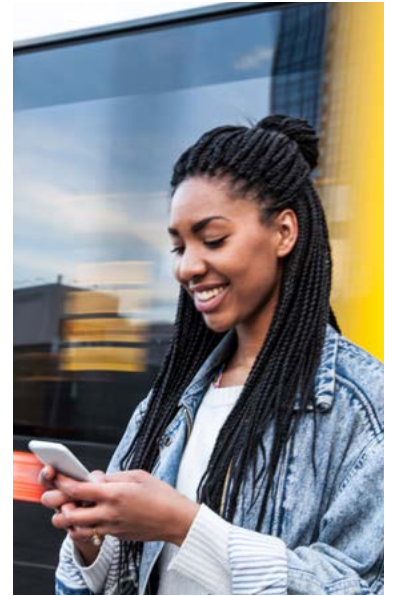
Lastly, Mobimeo wanted to gather data about the use of its apps with specific features and behavior-driven tests. The aim was to use those data sets to feed its automation pipeline in order to make improvements.

SOLUTION

By turning to Applause, Mobimeo was able to diversify its current testing practices and test as many scenarios as possible through crowdtesting. Along with a wider geographic and device coverage, the types of tests that Mobimeo runs were also broadened:

- Sensor-tests: overground vs. underground; recognition of the means of transportation
- Route planning
- Verification of exits and entries to stations
- Ticket-buying: zone combinations; payment methods
- Route alarms: delays; route modifications

Mobimeo has been working with Applause's project management team and tester community, running functional testing activities as well as feedback loops. By leveraging the power of the crowd, Applause's work has been fully integrated into Mobimeo's SDLC. The testers have provided valuable feedback to Mobimeo, thereby contributing to improving the customer digital journey and providing a fresh perspective.



RESULTS

Over the course of one year, Mobimeo has conducted 40 test cycles with Applause, with each cycle lasting 3 days on average.

In total, the Mobimeo apps have been tested on 98 iOS devices and 105 Android devices so far, with 65 different testers from the Applause community uncovering hundreds of bugs as of early 2020. With a 95% bug acceptance rate, Applause has provided Mobimeo with valuable feedback through extensive bug reports, including videos and screenshots, making the process of reproduction and bug-fixing easier.

By partnering with Applause, Mobimeo reconfigured how it performed testing, building the process extensively in its SDLC. In addition, Applause provided Mobimeo with the flexibility to instantly expand its geographical coverage to meet the demands of its local audiences.

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