

Selfapy

– APPLAUSE CASE STUDY –

“ ON TOP OF FINDING HIGH-IMPACT BUGS, APPLAUSE ALSO BRINGS VALUE BY ACTING AS A TRUSTED PARTNER, ALWAYS AVAILABLE AND ADAPTABLE. WE ARE IN TOUCH ON SLACK AND WITH OUR REGULAR MEETINGS.”

HILA BITTERMAN, QUALITY ASSURANCE ANALYST, SELFAPY

CLIENT

Founded in February 2016 by Nora Blum, Kati Bermbach and Farina Schurzfeld, Selfapy is a Berlin-based company providing guided online therapies helping users to work through mental health-related challenges such as depression, anxiety and eating disorders. In 2020, Selfapy released a free COVID-19-related program to help its users navigate through the mental health issues that became prevalent during the pandemic.

Since its creation, Selfapy has helped over 30,000 online users. Selfapy aims to provide easier access to psychological support in Germany, and thanks to its partnership with several German insurance companies, many users can access the courses for free.

Selfapy's programs consist of several 12-week personalized therapy courses, supervised by experienced psychologists and based on cognitive behavioral therapy. These courses are accessible via a web app on desktop, tablet and smartphone.

CHALLENGES

With users' ever-increasing digital quality standards, online content providers are challenged to deliver a seamless experience to all users. This is especially true for companies publishing personal development resources and therapy programs. As their content aims to contribute to the users' well-being, providing a high-quality, straightforward and fully functional experience is key.

INDUSTRY

Healthcare

TESTING TYPES

Manual functional testing

APP TYPES

Web

CHALLENGES

- Significantly increase device coverage
- Perform testing in a short period of time with limited internal resources
- Improve the overall level of quality of its platform and significantly decrease the amount of bugs

RESULTS

- Tests a wide range of functionalities from the patient's and psychologist's perspective
- Increased the capacity of the internal QA and product teams thanks to an easy integration, a thorough documentation of issues and a quick turnaround
- Reported over 270 bugs as of June 2020, with an acceptance rate of 97%

With limited resources and small QA and product teams working at full capacity, Selfapy's main objective is to improve the quality of its digital platform and identify bugs earlier in the process, before they affect real users, without creating overhead. The complexity of the product and the multitude of unique environments, as well as the several user profiles (patients and psychologists), represented a real challenge for the Selfapy teams. They needed to test for all of their courses, take into account two different user types (patients and psychologists) and cover a wide range of device/OS combinations when testing, as well as take into account the different packages and customized offers Selfapy provides.

However, getting testing coverage for all these variables in a short amount of time turned out to be a real hassle for Selfapy's small QA team. Needing to improve its level of digital quality to psychologists and patients, for all its courses, on a broad variety of devices, the Selfapy team started looking for ways to speed up the testing process while increasing the capacity of its QA teams.

SOLUTIONS

Together with its dedicated Applause team, Selfapy implemented an efficient testing strategy that increases speed, productivity and device coverage while decreasing the amount of bugs reaching production.

The approach combines exploratory testing with test case execution. By combining regression testing efforts with feature testing and bug fix verification on a regular basis, Selfapy manages to find and fix a large number of bugs before they potentially affect the user experience.

The tests are conducted in a staging environment, on both the psychologists' and patients' interfaces. The paths and features tested span from the sign-up process to call booking function and a multitude of patient-psychologist interactions.

In order to test the Selfapy products in the most comprehensive way, Applause leverages a core team of 20 testers who have an in-depth understanding of the product. These testers were divided into two user groups and given the task to either test from the patient's or psychologist's point of view. This enables Selfapy to test features that are interconnected (in-app messaging, call booking functionalities, etc.) on both ends. In addition to the experienced recurring testers, new testers are asked to participate on a regular basis in order to avoid bias and obtain a fresh perspective on the Selfapy products.

While conducting regression testing in the staging environment, Applause also collected user feedback from the testers. This allowed Selfapy to obtain actionable information on the user's perception of the platform, which would then be taken into account by the Selfapy teams when deciding on further developments.

Whether for regression testing, feature testing or bug fix verification, Applause perfectly integrates into Selfapy's software development life cycle, acting as a



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trusted partner from the sprint planning phase to the staging and release stages. The close communication via Slack, the possibility to export bug reports from the Applause platform to Selfapy's JIRA bug tracking system, and the ability to conduct testing outside of business hours (at night and during weekends, with testing projects being initiated on Friday and the results being ready by Monday) provide Selfapy with the level of flexibility it needs to benefit as much as possible from each sprint.

RESULTS

By collaborating with Applause, Selfapy drastically increases the capacity of its QA and product teams while speeding up its processes. Within a short amount of time, the company has tackled the complexities of its patient and psychologist environments across more than 70 unique device/OS combinations, and Selfapy went from having the manpower of two employees working on QA and product management, to a flexible team of dozens of QA professionals available on-demand.

Since the beginning of the collaboration in 2019, more than 70 different testers have reported over 270 bugs across the Selfapy platform as of mid-2020. Testers found several critical issues, such as the difficult maintainability of the therapists' calendars, or a specific therapy course not being available for patients at the right time. Selfapy has now fixed those issues. Applause played an active role in increasing the level of quality of the Selfapy products, not only by reporting bugs in a detailed manner, but also by showing adaptability, and by seamlessly integrating into the company's processes. "On top of finding high-impact bugs, Applause also brings value by acting as a trusted partner, always available and adaptable. We are in touch on Slack and with our regular meetings," explains Hila Bitterman, Quality Assurance Analyst at Selfapy.

Working with a group of qualified testing professionals doing much of the grunt work to augment the capacity of their internal team gave Selfapy more confidence to launch new features in a timely manner, and helped the teams focus on high-priority matters. The collaboration also helped Selfapy tackle ambitious and fast-paced projects, such as the release of its COVID-19-related course, aiming to help patients deal with issues related to isolation and mental stress. This specific program, available free of charge, was created, tested through Applause and released within a couple of weeks.

Thanks to the successful collaboration, Selfapy's QA and product teams are building a truly user-centric platform, enabling patients to conveniently access the different modules on all types of devices, seamlessly book calls and communicate with the platform's psychologists.

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