



— APPLAUSE CASE STUDY —

“NUMEROUS BLOCKING POINTS HAVE BEEN PINPOINTED THANKS TO THE FUNCTIONAL TESTING CYCLES, AND WE HAVE BEEN ABLE TO OPTIMIZE AND LOCALIZE OUR PRODUCTS AND APPLICATIONS FOR VARIOUS SPECIFIC REGIONS AND COUNTRIES.”

FRANCOIS RETIF, MANAGER OF THE CONNECTED SYSTEMS AND ELECTRONICS DIVISION, SEB

CUSTOMER

Groupe SEB, a global retailer, offers product lines ranging from kitchen appliances to home maintenance and personal care. With operations in 150+ countries, more than 45% of SEB's sales are generated in emerging countries. In 2014, SEB launched its first connected product and has since expanded its digital offerings to better meet the needs of users.

CHALLENGE

SEB faced several challenges as it continued to innovate with connected products. The team had a quality assurance lab, but it was not specialized in connected devices. From vacuum cleaners to connected scales and air purifiers, SEB needed to ensure the household equipment it sold would function properly once it reached real customer environments. The company wanted to ensure its products would work regardless of where they were used. That meant building connected products that could withstand the connectivity challenges of some countries and specific households.

Beyond the technical challenges, SEB wanted to obtain more opinions and feedback from users living in countries with very

COMPANY

SEB

INDUSTRY

Retail | IoT

TESTING TYPES

Functional | Usability

APP TYPES

Web | Mobile | IoT

CHALLENGES

- Testing in multiple countries and adapting to the specificities of each target market
- Ensuring connected products functioned properly regardless of location
- Obtaining qualitative and localized input on connected products

RESULTS

- Discovered critical bugs and blockers with functional testing
- Tested across 18 markets on more than 300 unique device/OS combinations
- Obtained valuable data and user feedback to improve products and meet the needs of target consumers

different habits. Studying the adaptability and adequacy of its connected products for a given country represented a major obstacle. In order to address these various issues, SEB decided to partner with Applause with the aim of offering products that are increasingly efficient and meet the expectations of all end users.

SOLUTIONS

By leveraging functional and usability testing from Applause, SEB ensures its connected products work anytime, anywhere, with any device, regardless of country or user demographic. To do this large-scale testing, Applause mobilized more than 200 real-world testers who matched SEB's target demographics across 15 markets. With Applause, SEB was able to launch functional test cycles on various unique mobile/internet provider combinations in just a few hours. In total, 613 bugs were reported with details, screenshots, video recordings, and crash logs included. These supporting materials enabled SEB's product teams to quickly reproduce and fix the issues.

In addition, many testers corresponding to the demographic groups in the company's target markets provided qualitative feedback through questionnaires and cycles dedicated to UX and localization. These surveys provided SEB with advice and recommendations from real customers on how the products and user experience could be improved.

All these solutions enabled SEB to obtain the expected results very easily and to aggregate a large amount of data on the targeted markets.

RESULTS

Thanks to the close collaboration between the testing community and SEB, Applause was able to provide precise answers to the company's questions and challenges in specific markets.

Since beginning its partnership with Applause in December 2016, SEB has greatly improved its quality assurance efforts. The team of testers from Applause has so far discovered 613 bugs (both functional and UX) through 82 test cycles in more than 18 countries and on more than 300 unique device/OS combinations.

Many blocking points were identified during the functional cycles. For example, testers found crashes during the bluetooth pairing process. They also uncovered connectivity losses during the daily use of the IoT products.



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Difficulties encountered when using country-specific Internet operators could also be easily identified during the functional cycles. In addition, the company was able to improve the localization of its products and optimize joint applications to the needs of specific countries because of the usability surveys and tests.

Overall, the testers' feedback and the many test cycles helped to greatly improve the user experience. The measures implemented by SEB have made it possible to launch reliable and effective connected products more easily on the market.

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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 **400,000+ 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