



WIKO

— APPLAUSE CASE STUDY —

“ APPLAUSE TESTERS ARE NATIVES OF THE COUNTRIES IN WHICH TESTS ARE STAGED, WHICH NOT ONLY ENABLES FEEDBACK ON LOCALIZATION, BUT ALSO A FLEXIBLE AND RESPONSIVE ORGANIZATION FOR PERFORMING FUNCTIONALITY AND NETWORK TESTS.”

DANY EL AZZI, R&D DEPARTMENT, PROGRAM MANAGER, WIKO

CUSTOMER

Founded in Marseille in 2011, Wiko has quickly established itself as a recognized brand in the world of mobile telephony. With an approach centered on consumer needs, especially on the desire to provide accessible smartphone technology to as many people as possible, Wiko has seen phenomenal global development. The brand is now present in more than 30 countries, where it offers functional and compact smartphones, mobile phones (called feature phones), as well as accessories and connecting devices (headphones and speakers).

CHALLENGE

To support the work of its engineering team in testing smartphones and feature phones, Wiko turned to Applause for product testing in eight European countries. With experienced testers living in the target countries, Applause was able to quickly form a strong, local team who could take up the baton.

This new setup enabled Wiko's engineering team to test technical functionality under actual network conditions, without travelling to the countries in each cycle. Thus, Applause helped Wiko overcome barriers caused by the various travel restrictions in place since the beginning of 2020.

COMPANY

Wiko

INDUSTRY

Telecommunications

TESTING TYPES

Test of technical functionality | Localization | UX

DEVICE TYPES

Wiko smartphones and feature phones

CHALLENGES

- Obtain a technical validation (Technical Approval, TA) before launching new products into eight markets in Europe
- Reduce the time taken to stage each test cycle for a more flexible and speedier execution
- Take advantage of testers' location and local knowledge to launch qualitative products in the target countries

RESULTS

- 412 bugs approved in 24 functionality test cycles and 11 localization test cycles, with an approval rate higher than 96%
- Tests carried out by a team of 16 unique testers who are very knowledgeable about Wiko smartphones and feature phones
- Testing capacity of 33 (major and regional) carriers
- Exponential increase in testing capacity under actual conditions for Wiko teams

The wide range of SIM cards owned by testers also allowed Wiko to test its products with major carriers as well as those with regional specifications.

In addition to support for functionality tests, Applause's native team of testers could simultaneously help Wiko with localization tests by checking the relevance of translations for target markets. Applause testers also gathered feedback on user experiences (UX) to improve existing products or future smartphones.

SOLUTION

Wiko integrated Applause into its testing process for product launches in eight European countries: Germany, Belgium, Spain, France, Italy, Portugal, Serbia and Switzerland.

After they receive the test plan, local testers work by iteration with Wiko and perform precise, technical tests to cover both functional aspects and the network side. This is done for each product tested. The same team of testers is used for each project, which means they build on their knowledge of Wiko technology and the Android environment, while capitalizing on the in-house teams' working practices and requirements, thus becoming more efficient.

Network tests are performed on 33 European carriers, some national and others local, to ensure they meet the needs of end users. Testers are asked to check the phones' compatibility as well as aspects of functionality particular to each carrier.

The technical functionality tests performed by testers are demanding and varied. For instance, the Applause team carries out some of the following tests:

Tests associated with voice recognition software: calling with an international prefix, rejecting an incoming call, receiving an SMS during a call, switching to hands-free calling during an ongoing call, emergency calling with no SIM card, emergency calling with pinlock, calling via VoWi-Fi and VoLTE (depending on the carrier).

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- Tests associated with software: checking phone settings, sending SMS and MMS messages, roaming (tests while travelling) and GPS.
- Tests associated with carriers: phone carrier displays, data connection, checking NITZ (network identity and time zone), automatic selection of networks and manual selection of networks.

“ WE REGULARLY REQUIRE APPLAUSE TO LAUNCH TESTS ON A REACTIVE BASIS AND TO RESPOND WITHIN TIGHT PLANNING CONSTRAINTS: THE TEAM IS ALWAYS THERE FOR US AND LAST MINUTE REQUESTS ARE ALWAYS MET.”

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- Tests associated with device hardware: Wi-Fi connection and use of Wi-Fi hotspots.

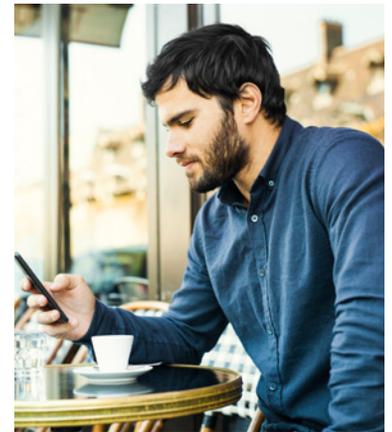
Also, testers simultaneously perform localization tests in eight languages to check that phone functions are properly translated for the target markets.

Prior to the launch of a product, these test cycles enable Wiko to validate the technical side (TA, Technical Approval) and thus launch their products. For each product launched, Applause also performs a new test cycle after flashing procedures and software maintenance updates on terminal devices.

RESULTS

Applause has supported Wiko in launching its numerous featured products, with the View5 smartphone sold on the European market since June 2020. Thanks to the team of experienced and dedicated testers at Applause, the company has increased in flexibility and speed. They've been able to roll out some test cycles within 1-2 days, in similar conditions to those experienced by end users, leading to increased test coverage for Wiko.

In one year of collaboration, Applause's global community successfully completed 24 functionality test cycles and 11 localization test cycles. The Applause team managed to report 412 bugs approved by Wiko, which represents an approval rate higher than 96%.



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.

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