



Passport

– APPLAUSE CASE STUDY –

“WORKING WITH APPLAUSE ENABLED US TO GET THE BEST QUALITY APP TO MARKET FASTER THAN WE OTHERWISE WOULD HAVE.”

BRAD POWERS, CHIEF TECHNOLOGY OFFICER, PASSPORT

CUSTOMER

Founded in 2010, Passport enables cities, universities, and private operators to quickly launch mobile payment apps for parking, transit, citations, and permits. These apps better serve their customers by enabling them to digitally manage and make payments. No more digging through pockets for change. Users simply park, pull out their app, enter their parking zone number, and finalize the payment. Passport has implemented its enterprise solutions into **more than 2,000 different locations** while building out a growing list of **over 200 clients**. In addition to cities and universities, the mobile payment solution has now reached doctor's offices, restaurants, retail centers, and many other locations.

CHALLENGE

Powers and his team at Passport realized that as the company continues to grow, so does its QA testing matrix. In serving more markets, there are considerably more device, operating system, and network combinations that the apps need to perform on.

Passport also wanted to ensure that its apps performed across all the locations in which they are relied upon. With applications installed across thousands of different locations, there simply wasn't a viable approach to overcoming this challenge internally.

COMPANY

Passport

INDUSTRY

Software

TESTING TYPES

Functional | Exploratory

APP TYPES

Mobile

CHALLENGES

- Expanding into new locations with no testing presence
- Achieving thorough device coverage of the most popular phones and tablets
- Upholding reputation as an industry leader within the mobile payments space

RESULTS

- Access to broad device coverage at a fraction of the cost of building out an internal test lab
- Decreased time-to-market for new builds
- Extended mobile payments solution into new locations and business types without compromising quality

“We wanted to continue to offer the best user experience at all of the company’s installations across North America,” explained Powers.

Passport could easily damage the reputation of the cities and organizations its apps represented by allowing bugs and defects to reach the hands of their customers. Furthermore, providing a faulty product could trigger clients to abandon their attempt at offering mobile payments, or switch to one of Passport’s competitors. With these types of consequences, Passport put its trust in the hands of testers that live and work in its target markets.

SOLUTION

With a robust QA strategy already in place, Passport partnered with Applause to achieve the real-world testing coverage it was unable to establish on its own.

After a quick ramping up process, Applause fit seamlessly into Passport’s multi-tiered development and QA process that includes internal testing, automated testing, and now going beyond the lab to test in real-world conditions with a customized team of testers.

For Passport, the in-the-wild approach tests each and every aspect of the app in its true environment. When testing the ParkChicago app, Applause assembled a team of testers to simulate parking in specific locations within the city. Testers went through the entire process of accepting terms and conditions, creating an account, adding payment details, starting a new parking session, and then finalizing the payment.

Any defects that testers experienced were reported and visible to Passport in real-time. This added flexibility enabled Passport to quickly identify high-impact issues before they escape into production and reach the hands of users that are relying on the app.

RESULTS

Since partnering with Applause, Passport has taken major steps towards accomplishing its primary goal of helping as many cities and organizations as possible. Passport has decreased time-to-market due to the speed at which it now uncovers and fixes defects.

The duration of a test cycle, from the time Passport presents the requested test scope to the time Applause delivers results, is



“ WE KNOW OUR APP WORKS IN OUR PARKING LOT, BUT WE NEED TO MAKE SURE IT ALSO WORKS IN THE CITY PARKING LOTS, UNDER A BRIDGE OR NEAR A RIVER IN TORONTO.”

BRAD POWERS, CHIEF
TECHNOLOGY OFFICER, PASSPORT

typically only a few days. This quick turnaround enables Passport to test on a weekly basis so it can regularly uncover and fix defects that could have taken weeks, if not months, to find.

As it continues to see increased adoption among new and existing clients, it will continue to leverage the diversity of the Applause community and ensure that its apps are delivering excellent digital experiences across all of the different devices and locations where people are using them.

*“ WE COMBINE
A VARIETY OF
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APPLAUSE IN
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THE BEST APP
EXPERIENCE FOR
OUR USERS.”*

BRAD POWERS, CHIEF
TECHNOLOGY OFFICER, PASSPORT

ABOUT APPLAUSE

Applause is the worldwide leader in crowdtesting and digital quality. 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