



# Runkeeper®

– APPLAUSE CASE STUDY –

“IT’S GREAT KNOWING THAT MOST OF THE PEOPLE ARE QUALITY ASSURANCE PROFESSIONALS ANYWAY, SO THEY HAVE THAT TESTING MINDSET.”

BEN BATES, HEAD OF QUALITY, THE RUNKEEPER APP

## CUSTOMER

The gym shorts are on, your favorite sneakers tied. You strap your smartphone into your armband and turn on two apps: your workout music and the run tracker that will count your steps, calories burned and miles travelled. It’s time to go for a jog.

Out of the house to pound the pavement you go. You weave through the neighborhood, cut through the woods and make your way to the park.

Miles (and a good sweat) later, you’ve made your way back home and want to know just how fast and how far you went.

But when you open the app, you see that it has crashed sometime in the middle of your run. The data is either gone or incomplete. You’re frustrated and maybe even a little bit angry. There is a good chance you are not going to use that app again.

This is exactly what a fitness tracking company like the ASICS Runkeeper® app needs to avoid. And it is why it turns to Applause to test its app to make sure this scenario never comes to pass.

The Runkeeper app has been the leader in smartphone fitness tracking since nearly the beginning of the Apple App Store in 2008. The Runkeeper app sports 35 million users across both iOS and Android and its Web presence.

### COMPANY

The ASICS  
Runkeeper® App

### INDUSTRY

Health & Fitness

### TESTING TYPES

Functional | Usability

### APP TYPES

Web | Mobile

### CHALLENGES

- Delivering reliability to its growing base of over six million runners using its app in over 60 different countries
- Tracking runs accurately through remote locations and neighborhoods
- Continually adding new features to stay ahead of competing fitness apps

### RESULTS

- 400 community members completed “test runs” in over 60 countries to garner feedback about the app experience in-the-wild
- Completed localization testing to ensure app users in all locations could understand the app

## CHALLENGE

The Runkeeper app's large user base and its extremely personal nature means that it needs to ship a product that is going to be as reliable to the user as it is helpful. Quality assurance and in-the-wild testing are essential to this build process.

The app had no dedicated QA department before its head of quality, Ben Bates, joined. The Runkeeper app relied on a suite of regression testing and a limited amount of beta users who tended to be employees, friends and family. But there was only so much the team could do with its limited beta testers and in-house testing. To really test a running app, they needed runners.

Leveraging a community of in-the-wild professional testers, Applause was easily able to accommodate this request.

## SOLUTION

"One of the big things in our testing is actually taking it out and tracking, so we at least needed people who were willing to go for a walk or go for a run to see what happens," Bates said. In addition to Bates, the Runkeeper app added three more quality assurance engineers. Bates built his QA team in parallel to partnering with Applause, creating great processes that help the Runkeeper app increase its confidence in builds and decrease the time it takes to get releases to market.

"It's great knowing that most of the people are quality assurance professionals anyway, so they have that testing mindset, and knowing that they are giving us feedback quickly because we see it every day when we submit a build and get bugs within the first couple hours. We know that there are people testing it and putting it to good use," Bates said.

## RESULTS

The Runkeeper app realizes that today's apps have to do more than just work. So in addition to functional testing, the Runkeeper app turned to Applause to perform some localization tests of the translation of its app into different languages. Applause was able to put the app in the hands of testers across the world to ensure the Runkeeper app made sense in languages like Swedish and Dutch.

"We also did localization recently with nine languages other than English," said Bates. "Being able to test the app specifically with native speakers was critical to our global app quality."

## 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](http://www.applause.com)