



D | DOW JONES

— APPLAUSE CASE STUDY —

“ TO HAVE ACCESS TO HUNDREDS OF QA TESTERS WITHOUT BUILDING AN IN-HOUSE LAB IS A HUGE BENEFIT. FOR THE COST OF ONE QA STAFFER, YOU GET TO WORK WITH HUNDREDS OF TESTERS IN THE WILD—THERE IS NO WAY YOU CAN GET THAT KIND OF FEEDBACK FROM ONE TESTER ON YOUR TEAM.”

MONA SONI, DIRECTOR OF ENGINEERING, DOW JONES

CUSTOMER

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivaled quality content for more than 130 years and today has one of the world's largest newsgathering operations globally.

It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Mansion Global, Financial News, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource.

CHALLENGE

The WSJ and Dow Jones brands may be time-tested, but heritage alone isn't enough to satisfy the demands of tech-savvy consumers who want information served up in modern ways. Digital subscribers now expect the same streamlined user experience from their professional tools and information sources as they've grown

COMPANY

Dow Jones

INDUSTRY

Media

TESTING TYPES

Functional | Usability

APP TYPES

Web | Mobile

CHALLENGES

- Bolster the user experience and support top-notch performance to ensure successful digital products
- Ramping up resources with specific demographics and personas
- Responding quickly to market requirements while enabling continuous improvement

RESULTS

- Pinpointed over 7,000 bugs from both functional and usability testing
- Generated 20-30% increase in positive customer feedback
- Helped QA team evolve into a quality engineering (QE) effort

accustomed to with consumer offerings.

While Dow Jones had an internal quality assurance (QA) software testing group, the team's resources and processes did not allow for the consistent feedback they desired. In addition, they often did not have the ability to ramp up resources for usability testing specific to their target demographic and personas.

"It's more than focusing on the functional aspects of an app but considering whether this site would work for a 50-year-old with a certain educational background," explains Sumeet Mandloi, director of engineering for Dow Jones.

The other big challenge was agility. The business needed to be able to move quickly to respond to changes and new requirements, which meant the development team had to accelerate its pace of about five or six new releases a year to a new build nearly every week.

SOLUTION

Dow Jones made a number of changes to fortify its QA efforts and inject agility and flexibility into its processes. The first step was to transform and rebrand quality assurance into a true quality engineering (QE) organization. The team began closely partnering with business users and product managers to better understand requirements and to catch problems as the product was being built—not after the fact.

In addition, there was an effort to transition the team away from straight defect detection to a more proactive approach that would prevent bugs and usability problems from being injected into the design cycle.

RESULTS

A partnership with Applause was also key to Dow Jones' QA transformation. The Applause platform augmented their internal QA team, providing flexibility to test their digital properties and apps with a wide range of users across a varied mix of network and device configurations. In addition, Applause program managers were instrumental to the process, providing hands-on expertise on when and what to test while delivering critical feedback on next steps or UX-related issues, according to Mona Soni, director of engineering for Dow Jones.



*“ WITHOUT
APPLAUSE
WE WOULD
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ANDY NICHOL, SVP, PLATFORM &
PRODUCT DELIVERY, DOW JONES

Since partnering with Applause and embracing QE practices, Dow Jones has benefited in a variety of ways. The team has pinpointed over 7,000 bugs (both functional and usability related), executed more than 350 test cycles (nearly once a day), engaged 900+ testers across 70 countries, and tested 750+ unique device combinations. The company's apps now receive higher rankings in the app store and they've seen a 20-30% improvement in customer feedback.

Going forward, Dow Jones expects to expand its Applause partnership and leverage testing services for new, innovative products in areas like augmented reality (AR) and virtual reality (VR).

"The service is really valuable to us as we look to go from good to great," says Nichol. "Applause is helping us on that journey."

“ ONE OF THE GREAT THINGS APPLAUSE HAS BROUGHT TO US IS A GREAT DEAL OF PREDICTABILITY ABOUT MEETING DEADLINES.”

ANDY NICHOL, SVP, PLATFORM & PRODUCT DELIVERY, DOW JONES

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