GLOBAL CRYPTOCURRENCY EXCHANGE COMPANY

– APPLAUSE CASE STUDY –

CUSTOMER

The exchange of money may be fundamental to our world, but when those funds involve cryptocurrency, international transfers and exchange from cryptocurrency to non-crypto and vice-versa, processes and the potential for glitches increase exponentially.

An international cryptocurrency exchange company — available in over 100 countries serving over 100 million verified platform users — was focused on building the crypto economy, but lacked an efficient and accurate way to test its services in multiple countries around the world. It needed a way to quickly and efficiently launch in new markets, and in doing so, anticipate issues that would impede the transfer of crypto funds.

CHALLENGE

The cryptocurrency company wanted to create and maintain optimal digital experiences for its customers while expanding into new markets. However, it lacked consistent and documented processes to test new services. The company needed help understanding and testing the onboarding experience, as well as testing to ensure that crypto transactions met the mandatory regulations in various countries. It also required assistance in testing new software releases.

To do this, the firm needed to address common processes such as onboarding new users, including those who have recently moved to a new country. For example: If a user installs the crypto firm's app and uses it in Mexico, the user must do all registration using Mexican credentials. Mexico has no capital gains tax, so the tax implications are different than they would be in many other countries. If the same user moved to Germany, they would need to establish a country ID and register for the crypto app in that country, and would not be able to execute trades, transfers or any other transactions using the app that was downloaded in Mexico. All registration and IDs must correspond to the country where the user has downloaded and installed the app.

COMPANY
Anonymized

INDUSTRY
Cryptocurrency

TESTING TYPES
Payment testing | Localization

APP TYPES
Mobile (iOS and Android) | Desktop

CHALLENGES

- Developing consistent, repeatable testing processes
- Ensuring functional crypto transaction flows across a wide range of mobile devices, OSes and global locations
- Testing for all regulatory requirements specific to countries around the world

RESULTS

- Tested thousands of unique payment scenarios, uncovering hundreds of significant bugs since the beginning of the partnership. In one year, found 76 priority-one issues
- Augmented the customer reach to test different conditions including in-country edge cases for Know-Your-Customer onboarding regulatory steps
- Executed multiple usability studies, uncovering friction points, bugs and incorrectly translated sections of the app

APPLAUSE°

The cryptocurrency company had the ability for individual users in various countries to provide feedback, but it was limited. An individual would test a transaction with a single bank, using just a single card and single user profile, leaving room for many missed issues corresponding to different user types and transactions.

In addition, some countries' banking systems are more complicated and change more often than those in other countries. The cryptocurrency firm understood that, internally, it had access to a limited range of devices and operating systems. Limited testing coverage, coupled with ongoing changes in the financial institutions with which the company worked, created a multitude of potential testing gaps that could lead to a variety of issues that would seriously impact transactions.
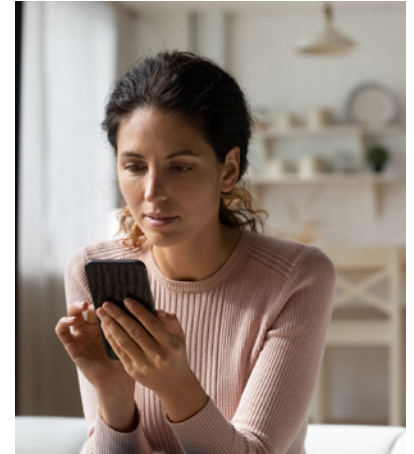
SOLUTION

The cryptocurrency firm began to partner with Applause in 2019, as cryptocurrency was gaining worldwide recognition. Crypto trading, investing, derivatives and more led to increased regulations, and banks began requiring that crypto firms use prescribed flows for executing transactions. This was a substantial change for the cryptocurrency company, as it needed to test in a well conceived and organized manner. Applause understood that the crypto firm lacked formal processes for testing and was challenged to onboard new customers — many of whom were not yet legal residents in specific contries.

The crypto firm had a very specific requirement to test with people living in France, so Applause started with testing the app with French users. After successful testing in France, Applause suggested that the firm consider testing in various banks in several European countries that were moving into crypto trading: selling, enabling deposits or just allowing users to use bank money to buy crypto. Applause tested seven distinct banks in Europe for this expanded project, first testing basic flows for crypto transactions, next, testing deposits from the crypto firm to banks, and then testing with various payment instruments (cards).

> " *APPLAUSE HELPED US BUILD PROCESSES WHERE WE HAD NONE OR WHERE AUGMENTATION WAS REQUIRED, AND NOW IT'S EASY TO CUSTOMIZE THESE FOR NEW PRODUCTS AS NEEDED."*
>
> **MANAGER,** DIGITAL QUALITY, GLOBAL CRYPTOCURRENCY EXCHANGE COMPANY

This was a major turning point; the crypto firm realized how easy and effective it was to simply hand off country testing to Applause. A manager of digital quality at the cryptocurrency firm said "It's like we flip a switch and have an instant team to enhance our efforts."

Applause and the crypto firm worked together to set up repeatable processes:

- **Predefined test request process** - to simplify test requests, eliminate friction, and prevent planning issues, while setting the path for fast set-up of new features testing.

- **Scheduling and forecasting new features and tests** - to organize a delivery or requirements schedule for the crypto organization while prioritizing testing, support Applause's recruitment of the appropriate testers, provide both teams time for resolving any questions related to the scope.

- **Jira integration** - to integrate the Applause platform with the crypto firm's Jira system and to enable the fast export of discovered issues, centralizing information for the crypto firm's team.

- **Transparency and collaboration** - to provide visibility into overall usage, report on test results, and communicate plan changes, priorities, and needs.

Applause testing began with payments and progressed to include usability studies to elicit high-quality insights to improve in-country products. In addition, testing included localization efforts that leverage in-market Applause testers who apply relevant context for whichever language/cultural input is needed.

RESULTS

Since the inception of Applause's work with the international cryptocurrency firm, Applause has tested thousands of unique payment scenarios. These tests include: payment localization flows, credit cards testing coupled with 3D (non-fungible tokens) buys, open banking, and testing to ensure that the crypto firm users can buy crypto, and when selling, successfully send the money to a specified bank. Applause also executed end-flow testing for all the payment methods at the crypto firm, such as sell/trade, sell/buy, buy/sell, etc.

In a year's time, Applause found 76 priority-one issues. Examples include:

- Users unable to complete crypto purchases through a bank flow (issue replicated in two UK banks)
- German users could not enter International Bank Account Number during bank transfer flow
- PayPal payment not working country-wide in France during crypto purchase
- Issues with fast purchase flows with banks during different launch flows: not able to link bank to flow, bank connection failure, payment notifications not received

Applause also tests membership, debit card default payments, international backup payments and advance trade rebates.

As another example of typical testing, in a recent financial quarter, Applause tested in 9 different countries and reported 156 issues. In Germany alone, Applause tested eight different banks for eight various types of payment flows and did two different usability studies: one for onboarding and another around payment flows.

With the help of Applause, the cryptocurrency firm has a "liquid workforce:" testers available 24/7 around the world. It now has a pipeline for testing, aiding in quarterly planning and tried-and-true usability flows. "Applause helped us build processes where we had none or where augmentation was required, and now it's easy to customize these for new products as needed," said a manager of digital quality at the cryptocurrency firm.

ABOUT APPLAUSE

Applause is the world leader in testing and digital quality. Brands today win or lose customers through digital interactions, and Applause alone can deliver authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Our disruptive approach harnesses the power of the Applause platform and leverages a vetted community of more than one million digital experts worldwide. Unlike traditional testing methods (including lab-based and offshoring), we respond with the speed, scale and flexibility that digital-focused brands require and expect. Applause provides insightful, actionable testing results that can directly inform go/no go release decisions, helping development teams build better and faster, and release with confidence. Thousands of digital-first brands — including Ford, Google, Western Union and Dow Jones — rely on Applause as a best practice to deliver the digital experiences their customers love.

Learn more at: www.applause.com