

INTERNATIONAL BEAUTY BRAND

– APPLAUSE CASE STUDY –

“THE EAGERNESS FROM APPLAUSE’S SIDE TO MAKE QUALITY BETTER ON OUR SIDE IS COMMENDABLE.”

QE MANAGER

CUSTOMER

Consumer brands that go to market through independent reseller networks as well as direct-to-consumer sales must serve two distinct audiences: resellers and end users. Failure to meet the needs of either population will result in lost sales.

A direct sales company that specializes in skin care products wanted to ensure that its digital properties worked seamlessly for both its sellers and its end consumers, who purchase either through the company’s website or one of more than 250,000 independent resellers around the world.

CHALLENGE

The beauty brand must ensure two high-quality websites: a storefront where customers can purchase products directly and a portal where sales consultants manage their personal storefronts. Both sites are customer-facing and serve global audiences, from North America to Australia and Japan.

To preserve its status as a well-known beauty brand, the company must avoid bugs in production that impact its users. Bugs in the storefront could limit sales, while bugs on the sales portal could impact the consultants and lead them to leave their roles as sellers.

“Because we are a skin-care company, our primary users are people who are 40-plus, who are usually not tech-savvy,” said the company’s QE Manager. Often, the beauty brand’s users have older devices and operating systems.

The company’s development team conducts two-week sprints and needs testing coverage across a wide range of devices and geographies in order to meet

COMPANY

Anonymized

INDUSTRY

Retail

TESTING TYPES

Functional, Localization, Exploratory

APP TYPES

Web | Mobile | iOS | Android

CHALLENGES

- Maintaining coverage across a broad range of older devices and operating systems
- Ensuring smooth functionality for both end customers and consultants
- Launching a Japanese language website and app

RESULTS

- Validated that websites, apps and reseller portals continue to work properly across older devices and operating systems
- Eliminated errors that could have impacted sales from both end customers and consultants
- Confidently launched a Japanese language website and app that worked properly and were free of localization errors

deadlines and release with quality. While the company has a significant number of developers and engineers constantly building new features, the QA team is smaller and cannot test across all the devices and geographies needed to ensure full coverage. For example, when the brand entered the Japanese market, staff needed to confirm that the non-English websites were operating properly on devices and browsers in Japan.

“Before Applause, it was always a challenge to get the full coverage we needed,” the QE manager said. “There would be confrontations about resources and the time to release. We weren’t able to get the testing done in time for a release.”

SOLUTIONS

For several years, Applause has sourced testing teams that match the demographics of the company’s end users and provided testing across the company’s device and geographic needs. The in-house team tests the priority devices and browsers, while Applause testers cover the additional supported browsers. Applause also conducts regression test cases on prioritized devices and OSes to validate that the key user flows work properly for both buyers and sellers.

In addition, Applause runs exploratory tests on other devices and OSes. When exploratory testing uncovers flaws on these additional devices and OSes, the Applause team verifies those bugs on the prioritized device/OS list. The beauty company relies on Applause’s fully managed service to maintain the device/OS matrix that tracks which devices are being tested and what bugs are found where.

As the company launched into Japan, Applause provided functional testing with local testers to validate the Japanese websites worked smoothly.

RESULTS

Applause’s global community exponentially expanded the beauty brand’s QA coverage across devices and geographies. When the company launches new features into a market, it can do so with confidence that changes will not impact core users on the most accessed devices.

“Now we’re able to say that QA has signed off on all certified and supported browsers. It has drastically reduced our cost and drastically reduced our time of execution, and it has drastically increased our business confidence in our quality,” the QE manager said. “We can say that these certified and supported lists of devices are approved. That has been a big difference.”



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QE MANAGER

Applause testers found bugs that would impact the reseller portal if released into production. For example, a consultant could not upload a CSV file with new prospect information on Windows 10 using Chrome. This bug would have been a revenue blocker for the consultant, as it prevented sellers from easily adding new prospects to their sales portals. Applause provided a screenshot and recording to help the company's engineering team easily reproduce and address the issue.

Applause's team also discovered that if a user filled in a field improperly then hit the back button, the portal became uneditable. This is the kind of unexpected user flow that can only be found through manual exploratory testing. Since the company's development teams did not anticipate someone filling in form fields incorrectly, they had not written test cases to find this issue. Applause's testers uncovered the bug, and were able to reproduce it on other devices.

Applause's ability to validate localization took a significant burden off the QA team when the company launched a native app in Japan. "My team does not speak Japanese. From my perspective, we were able to sign off on a Japanese app even though we don't have anyone who speaks Japanese," said the QE manager. "We ran a lot of cycles, and the output we got from Applause was crucial for this launch."



ABOUT APPLAUSE

Applause is a world leader in testing and digital quality. Brands win or lose customers through digital interactions, and Applause alone delivers authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Unlike traditional testing methods (including lab-based and offshoring), Applause responds with the speed, scale and flexibility that brands require and expect. Applause provides actionable testing results that help development teams build better digital experiences faster, and release them with confidence. The world's leading brands – including Google, American Express and Dow Jones – rely on Applause as a best practice and release partner to deliver digital experiences their customers love.

Learn more at: www.applause.com