



INTERNATIONAL FITNESS COMPANY

– APPLAUSE CASE STUDY –

“ THERE IS SIMPLY NO WAY WE COULD HAVE SCALED TO SOURCE THE TRAINING DATA WE REQUIRED BY OURSELVES. AND, IN FACT, WHEN WE FIRST WORKED WITH OTHER FIRMS TO DO THIS, THEY COULD NOT PROVIDE THE QUALITY REQUIRED. APPLAUSE IS SET UP TO MANAGE AND EXECUTE EXACTLY WHAT WE NEED, QUICKLY.”

GLOBAL QA DIRECTOR, INTERNATIONAL FITNESS COMPANY

CUSTOMER

One of the most significant challenges for companies building AI algorithms is a lack of quality training data. To provide accurate AI experiences, developers must be able to efficiently source quality training data at scale to feed AI algorithms and help them learn quickly. Quality can't be overemphasized in this process, as without it, the project is sure to provide substandard results. In addition, firms must test algorithm outputs to verify that the models work as intended.

When a leading tech fitness company wanted to enhance its offering by developing new and engaging AI-enabled customer experiences, its plan – to create more nuanced, accurate workouts to help users achieve higher levels of fitness and satisfaction – would require thousands of testers with varying body mass indexes (BMI), fitness levels, abilities and disabilities. To integrate all this testing data, the fitness company wanted to develop an AI algorithm that understands its users' workout capabilities. But first, it would need good data.

CHALLENGE

The major challenge for the fitness company was its ability to gather the large volume of training data required. This is a typical issue, as companies may try to source the training data themselves, but underestimate the investment and organizational skill sets needed to recruit, source and prepare data at scale.

COMPANY

Anonymized

INDUSTRY

Fitness, Healthcare

TESTING TYPES

AI testing and training

APP TYPES

App, IoT hardware

CHALLENGES

- Difficulty gathering a large, unbiased, quality data sampling
- Lacked resources to build a data sourcing program
- Could not execute thousands of tests of final product in real-world scenarios

RESULTS

- Applause recruited and trained 2,500 participants to create a non-biased data sample
- 36k videos created by Applause to help improve new product
- 98% of training videos submitted were approved and used

This can result in expensive overhead due to false starts and product delays. Also, without proper oversight, data biases can impact the entire project. The fitness firm knew that to power the algorithm it required thousands of videos of people with different body types and abilities performing highly specific workouts.

Quality, quantity and diversity of data is core to all AI projects, so to source the needed videos, the company reached out to several AI training data providers. Unfortunately, the videos were low quality – poorly lit, badly framed, or didn't have enough variety of workout clothing colors and backgrounds to mimic real-world workout scenarios.

The fitness company also had to consider its customers' very high expectations, not only for the great workouts they were accustomed to, but also ever-increasing standards for sophisticated AI experiences in the market. The company wanted to be sure that its product launch would add immediate value, but it had no large-scale way of testing with users to ensure this. Finally, the company had no way of putting the new product to the test in real-world scenarios with its target audience.

SOLUTION

The fitness company partnered with Applause, which has a global community of more than 1.5 million testers, including persons with disabilities, providing the tremendous diversity the data-sourcing program demanded. Applause started by carefully charting the company's needs, including the number of testers required and other specific body characteristics and abilities. The Testing Services group at Applause then recruited, vetted, trained and managed the large group of diverse participants – in this case, more than 2,500 participants – that met the strict criteria for the program.

To ensure success, Applause created training videos and succinct instructions for testers to follow. Participants recorded themselves conducting an hour-long workout, while staying within the video frame the entire time. Testers used a specific camera held at a specified distance and height for optimal lighting. In addition, testers exercised in various types of clothing with different backgrounds to diversify the data even more.

RESULTS

In total, Applause produced 36,000 videos – 240 participant videos, each with 150 unique workouts. The Applause Services team then vetted all videos to ensure relevance and quality. Over 98% of the videos submitted were approved by the fitness company's Digital Quality Analyst (DQA) team. The videos from Applause had the required diversity of data – BMI, fitness abilities, persons with disabilities, varied workout clothing and backgrounds – and didn't contain data bias.



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Now, with the high-quality, vetted data, the fitness company had what it needed to build an enterprise-grade algorithm that supported its new product, further establishing itself as a leader in the fitness industry.

With Applause's assistance through the program, and through ongoing work sourcing and vetting AI training data, the fitness company's product team can focus on market innovation and faster time to market, and the DQA team is now freed up to focus on other projects.



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