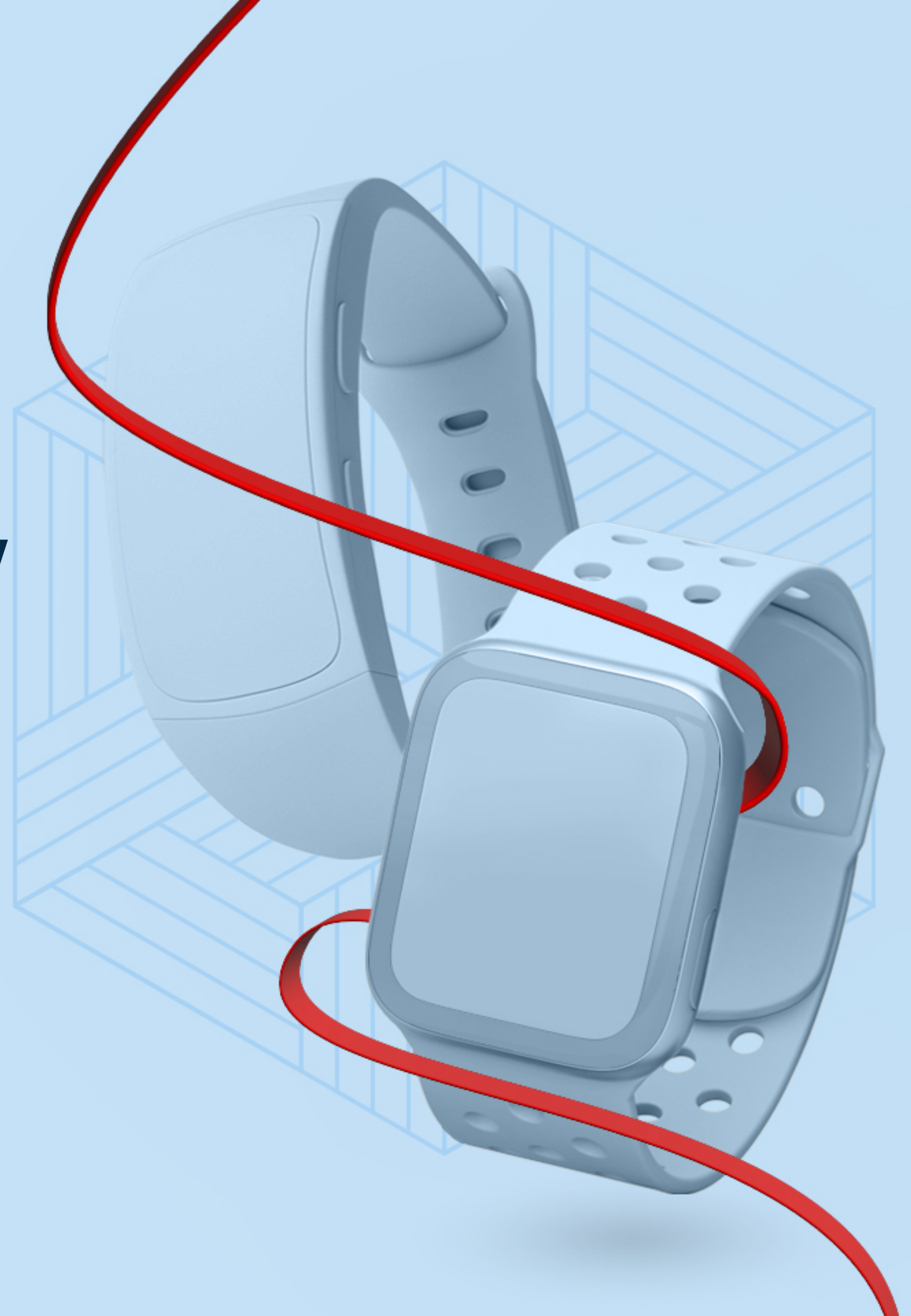


2023

State of Digital Quality in Health & Wellness

APPLAUSE^o



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For recommendations on how health and wellness brands can improve digital quality, read our blog post.





Methodology

We analyzed results from a representative sample of closed test cycles executed for health and wellness organizations between January 1, 2022 and December 31, 2022. A test cycle is how Applause defines each unique set of tests: a client sends us testing parameters — builds, scope, coverage, etc. — and we create a test cycle that includes the specific test cases and scenarios to be tested.

We analyzed data across testing categories and regions spanning over 9,000 bugs, 2,400 individual mobile devices, 275 unique desktops, 270 OS versions and thousands of device/OS/browser combinations. Testing included websites, apps, connected devices, mobile web and mobile apps in real-world scenarios. We evaluated endless combinations of networks, browsers, payment instruments and integrations for health and wellness customers worldwide.

Device coverage

The figures in this report reflect tests across the following scope for health and wellness organizations worldwide:

 Mobile Devices	
Mobile makes	39
Mobile models	658
Mobile OSes	7
Mobile OS versions	169
Mobile web browsers	24
Mobile carriers	229
 Desktop	
Desktop web browsers	21
Desktop OSes	6
Desktop OS versions	103

Functional testing

The Data Set

A representative sample of functional tests across health and wellness organizations.



680
test cycles



77
countries



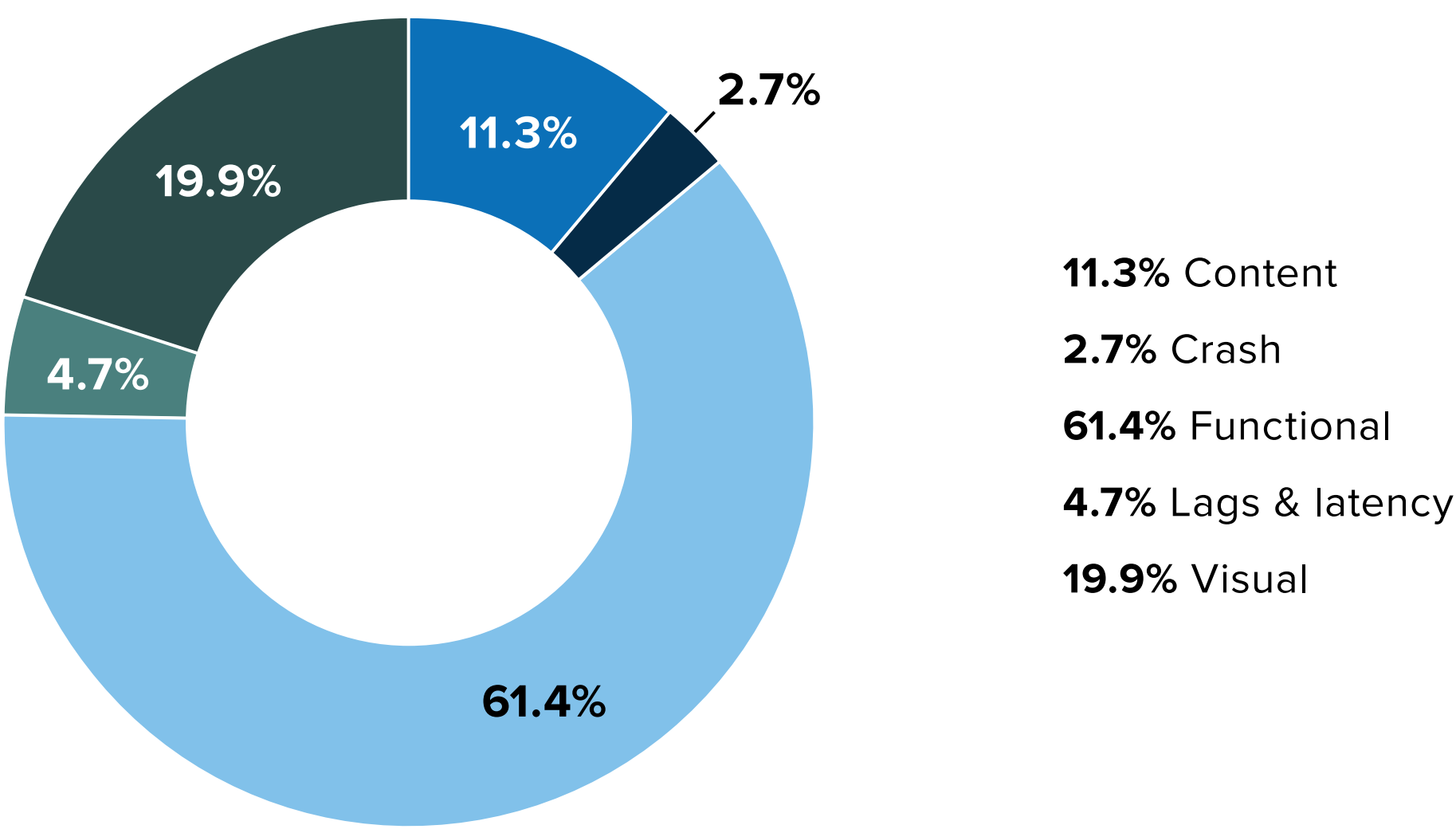
7,172
bugs

Bug type definitions

Bug Type	User Experience
Content	“This doesn’t read right” Typos, grammatical issues
Crash	“The app shut down” App closes or quits unexpectedly
Functional (workflow errors)	“This doesn’t work right” Buttons don’t respond when clicked, searches return incorrect results
Lags and latency	“This is taking too long” Sluggish performance, freezes
Visual	“This doesn’t look right” Misaligned content or page elements, content doesn’t fit an area

Bug type breakdown

See the prevalence of each type of bug across the data we analyzed:



Content defects more than doubled over last year. With more healthcare investment going toward patient triage and chatbots compared to telehealth a year ago, patients might be experiencing more text communication challenges. The reduction in telehealth appointments could also explain the decrease (25.2% to 19.9% in visual bugs).

All bug types aside from content remained stable or decreased. However, workflow defects still accounted for 61.4% of issues, showing there’s plenty of need to validate web and mobile app functionality.

Average device coverage: health and wellness vs all industries

In this table, a configuration refers to a unique browser and OS combination (desktop) or device and OS combination (mobile & tablets).

	ALL	Health & Wellness
Test cycles	37,117	680
Average number of desktop configurations tested per cycle	9.2	12.3
Mobile & tablet configurations tested per cycle	14.8	16.3
Credit & debit cards tested per cycle	4.8	8.8

Most popular device configurations health and wellness providers tested

While these were the configurations Applause tested most for travel and hospitality companies in each region, it’s vital to review and prioritize your subscriber customer data and preferences to develop your test plan per build or release. Also, consider OS adoption rates in your plan – for example, iOS users upgrade OSes far more frequently than Android users. Determine what portion of testing resources you want to allocate to current versus older OS versions.

Region	Desktops	Mobile & tablet
Africa	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 10 Professional 64-bit, Chrome</div> <div>4. Windows 10, Firefox</div> <div>5. Windows 7, Chrome</div>	<div>1. Huawei Mate 20 Lite, Android 10</div> <div>2. Samsung Galaxy A03 Core, Android 11</div> <div>3. Xiaomi Redmi 7A, Android 10</div> <div>4. Apple iPhone 7, iOS 15</div> <div>5. Apple iPhone XR, iOS 14.8</div>
Asia	<div>1. Windows 10, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 11, Chrome</div> <div>4. Windows 10, Firefox</div> <div>5. Windows 11 Home, Chrome</div>	<div>1. Apple iPhone 11, iOS 14.5.1</div> <div>2. Google Pixel 2 XL, Android 11</div> <div>3. Apple iPhone XR, iOS 14.0.1</div> <div>4. Apple iPhone 11, iOS 14.5.1</div> <div>5. Google Pixel 2 XL, Android 11, Chrome</div>
Europe	<div>1. Windows 10, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 10 64-bit, Firefox</div> <div>4. Windows 10, Firefox</div> <div>5. Windows 11 Pro, Chrome</div>	<div>1. Samsung Galaxy S21, Android 12</div> <div>2. Samsung Galaxy S10 Plus, Android 12</div> <div>3. Samsung Galaxy S21, Android 11</div> <div>4. Samsung, Galaxy Note 9, Android 10</div> <div>5. Apple, iPhone 11, iOS 15.5</div>

Most popular device configurations health and wellness providers tested (continued)

Region	Desktops	Mobile & tablet
Oceania	<div>1. macOS Monterey 12, Safari</div> <div>2. macOS Monterey 12.3, Safari</div> <div>3. macOS Ventura 13.0.1, Safari</div>	<div>1. Samsung Galaxy A20, Android 11</div> <div>2. Apple iPhone 8, iOS 14.4</div> <div>3. Huawei Mate 20 Pro, Android 10</div>
North America	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 10, Firefox</div> <div>4. Windows 11 Home, Chrome</div> <div>5. Windows 11, Chrome</div>	<div>1. Samsung, Galaxy S8, Android 9.0 (Pie)</div> <div>2. Samsung, Galaxy S8, Android 9.0 (Pie), Chrome</div> <div>3. Apple iPhone X, iOS 14.8</div> <div>4. Samsung Galaxy S21 Ultra 5G, Android 12</div> <div>5. Samsung Galaxy S9+, Android 10</div>
South America & LATAM	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10 64-bit, Firefox</div> <div>3. Windows 10, Chrome</div>	<div>1. Apple iPhone 8, iOS 15.5</div> <div>2. Apple iPhone X, iOS 14.8</div> <div>3. Apple iPhone 13 Pro, iOS 15.5</div> <div>3. Samsung Galaxy S9+, Android 10</div>

Accessibility testing

The Data Set

A representative sample of accessibility tests across health and wellness organizations.



79
test cycles



9
countries

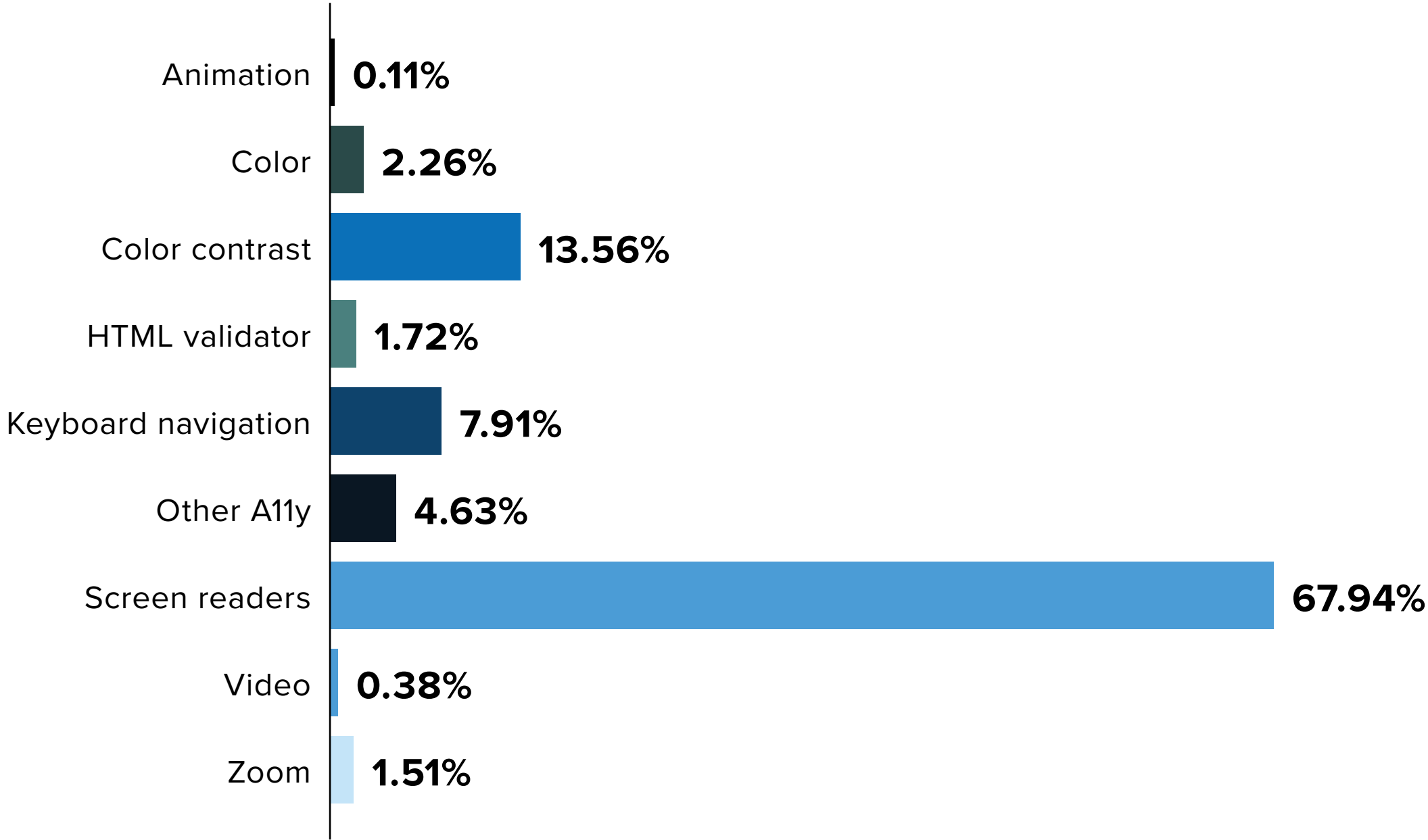


1,859
bugs

Bug type breakdown

See the prevalence of each type of bug across the data we analyzed.

Screen reader defects continue to make up the vast majority of all accessibility errors, down just slightly, by 1.3%, from last year. Color contrast defects increased more than 5% from last year (8.6%). All other bug type distributions remained consistent, fluctuating less than 2% +/- from last year. We added a new bug type, animation, in which moving content cannot be seen by the user, but these defects were rare.



Bug type definitions

Bug Type	User Experience
Animation	“I don’t know what’s happening on the screen” A user can’t see content that moves, such as animation telling users to perform an action
Color	“This doesn’t make sense” Users can’t identify information communicated only through color
Color contrast	“This all looks the same” Insufficient color contrast ratio
HTML validator	“This page seems like something is missing” Issues in HTML code that do not impact the keyboard navigation and screen reader behavior
Keyboard navigation	“I can’t use my keyboard to navigate” People using alternative keyboards or speech input devices as keyboard emulators cannot navigate a page

Bug Type	User Experience
Screen readers	“My screen reader isn’t working” Readable text for screen readers is missing
Other A11y	“This isn’t working for me” Poor user experience for persons with disabilities
Video	“I can’t tell what’s going on in this video” Missing closed captions or audio descriptions
Zoom	“I can’t see what I need to” Text gets cut off when a user zooms in beyond a certain point

Average device coverage: health and wellness vs all industries

In this table, a configuration refers to a unique combination of browser, OS and screen reader.

Industry	Test cycles	Average number of desktop configurations tested	Average number of mobile & tablet configurations tested
ALL	1,273	3.4	3.1
Health and wellness	79	3.7	5.9

As companies work to comply with local regulations and conform to industry- and region-specific requirements, in-market testing on the most common devices, browsers and networks is a crucial component in delivering fully accessible experiences for all users.

While the number of test cycles in the healthcare and wellness industries makes up a small portion of the total, the average number of desktops and devices is above the average. Health and wellness companies tested nearly six mobile and tablet devices on average, nearly double other industries, showing a preference to ensure smooth experiences across the device ecosystem.



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