

2023

State of Digital Quality in B2B Software

APPLAUSE^o



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For recommendations on how B2B software organizations can improve digital quality, read our blog post.



Methodology

We analyzed results from a representative sample of closed test cycles executed for B2B software providers 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 25,000 bugs, 5,200 individual mobile devices, 500 unique desktops, 370 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 B2B software customers worldwide.

Device coverage

The figures in this report reflect tests across the following scope for B2B software organizations worldwide:



Mobile Devices

Mobile makes	71
Mobile models	1,168
Mobile OSes	11
Mobile OS versions	246
Mobile web browsers	29
Mobile carriers	418



Desktop

Desktop web browsers	26
Desktop OSes	6
Desktop OS versions	133



Payment Methods

Credit/debit cards	306
E-Wallets	21
Mobile wallets	35
Alternate payments	35

Functional testing

The Data Set

A representative sample of functional tests for B2B software organizations.



4,424
test cycles



121
countries



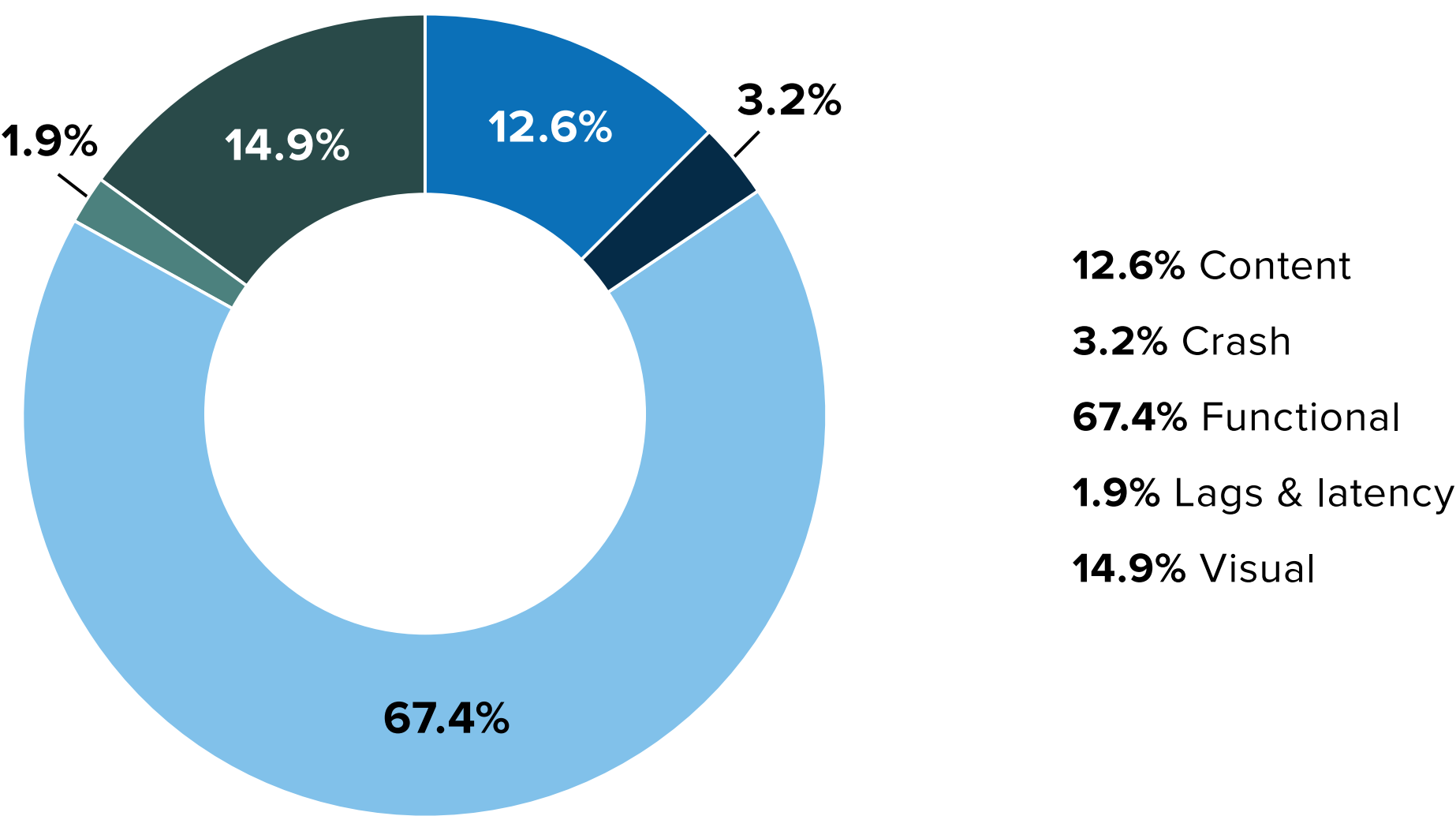
21,249
bugs

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 B2B software data we analyzed:



Crashes decreased slightly from 4.6% last year, as did functional issues, dropping from 70.5%. Content defects increased by five percentage points.

Functional or workflow errors remained the largest proportion of errors by far, demonstrating the ongoing need to thoroughly test applications before releasing them into the wild.

Average device coverage: B2B software 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	B2B Software
Test cycles	37,117	4,424
Average number of desktop configurations tested per cycle	9.2	11.9
Mobile & tablet configurations tested per cycle	14.8	14.4

Most popular device configurations B2B software organizations tested

While these were the configurations Applause tested most for B2B software companies in each region, it’s vital to review and prioritize your 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 11, Chrome</div>	<div>1. Oppo A74 5G, Android 12</div> <div>2. Tecno Spark 4, Android 10</div> <div>3. Samsung Galaxy S10, Android 11</div>
Asia	<div>1. Windows 10, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 11, Chrome</div>	<div>1. Samsung Galaxy Tab A (8.0), Android 10</div> <div>2. Samsung, Galaxy Note10 Plus, Android 12</div> <div>3. Apple iPhone 11, iOS 15.6</div>
Europe	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 10, Firefox</div> <div>4. Windows 10 64-bit, Firefox</div> <div>5. Windows 11, Chrome</div>	<div>1. Samsung Galaxy S9+, Android 10</div> <div>2. Samsung Galaxy S21 5G, Android 12</div> <div>3. Samsung Galaxy S8, Android 9.0 (Pie)</div> <div>4. Huawei Mate 20 Pro, Android 10</div> <div>5. Samsung Galaxy S21, Android 11</div>

Most popular device configurations B2B software organizations tested (continued)

Region	Desktops	Mobile & tablet
North America	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 11, Chrome</div> <div>4. Windows 10 64-bit, Firefox</div> <div>5. Windows 10, Firefox</div>	<div>1. Samsung Galaxy S9+, Android 10</div> <div>2. Samsung Galaxy S9, Android 10</div> <div>3. Samsung Galaxy S21 Ultra 5G, Android 12</div> <div>4. Apple iPhone 8, iOS 14.4.2</div> <div>5. Xiaomi Redmi Note 9 Pro, Android 11</div>
Oceania	<div>1. Windows 10 Home, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 10, Chrome</div> <div>4. macOS Big Sur 11.6.2, Safari</div>	<div>1. Realme X2 Pro, Android 11</div> <div>2. Samsung Galaxy Z Flip3 5G, Android 12</div> <div>3. Apple iPhone 8, iOS 15.2</div> <div>4. Apple iPad Pro 11" (2nd Gen), iPadOS 15.4</div>
South America & LATAM	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 11, Chrome</div> <div>3. Windows 10 64-bit, Firefox</div>	<div>1. Samsung Galaxy S9, Android 10</div> <div>2. Samsung Galaxy S9+, Android 10</div> <div>3. Xiaomi Redmi Note 9 Pro, Android 11</div> <div>3. OnePlus 6 (OnePlus), Android 11</div>

Accessibility testing

The Data Set

A representative sample of accessibility tests across B2B software organizations.



116
test cycles



9
countries

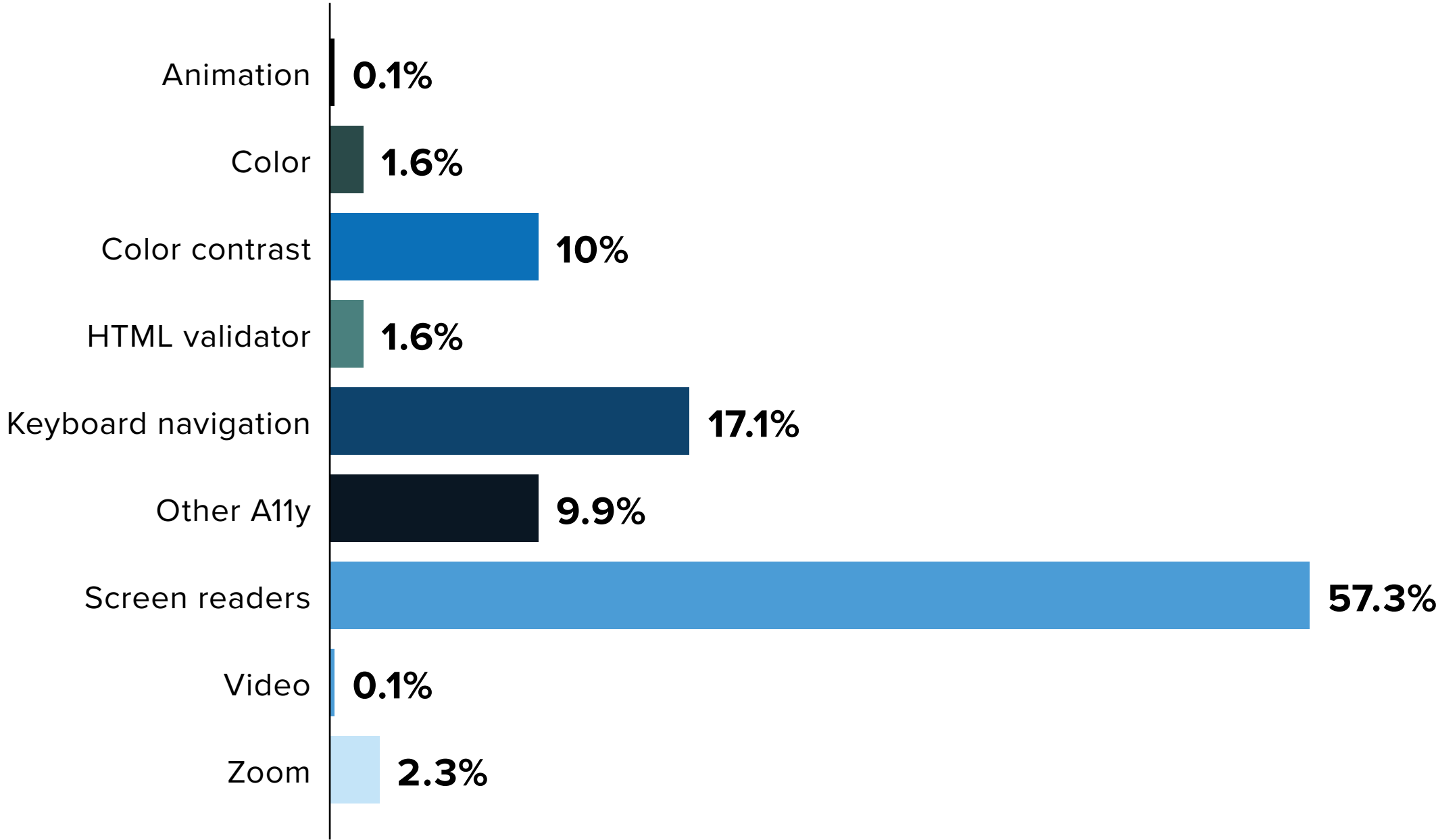


3,161
bugs

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, increasing two percentage points from last year. Color contrast defects and keyboard navigation errors decreased slightly, while other defect types changed less than .5% from the previous year.



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

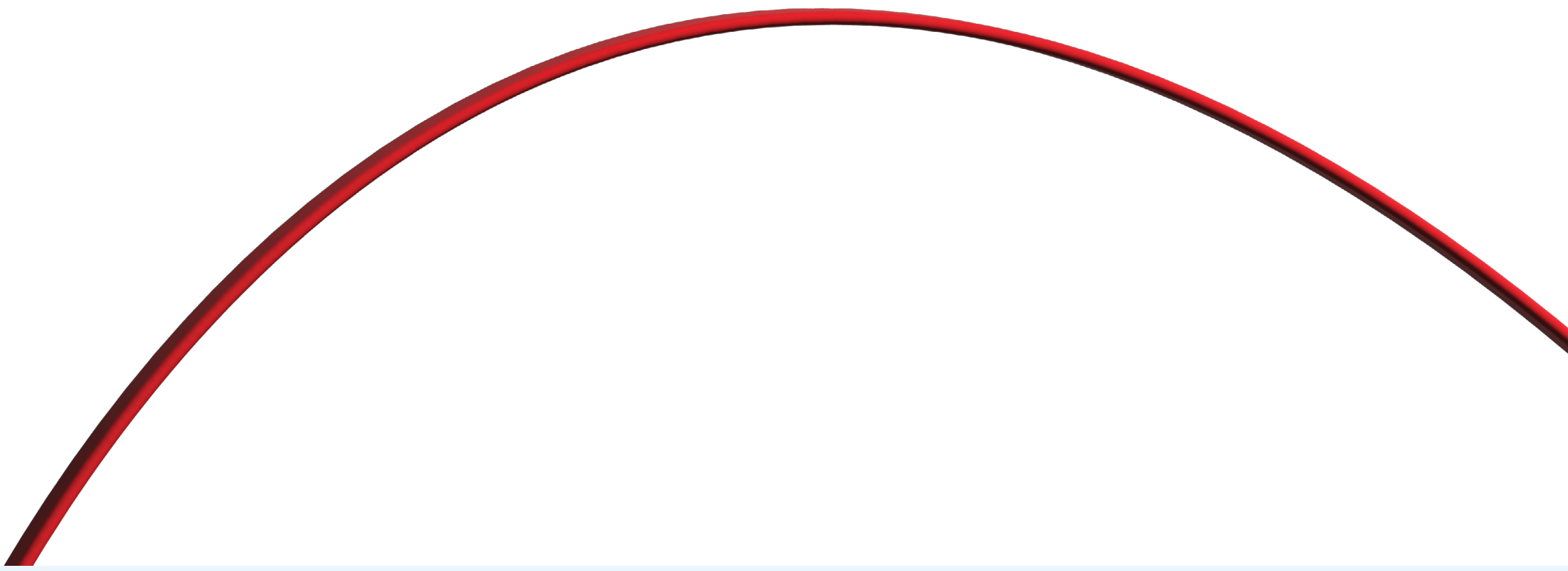
Bug Type	User Experience
Screen readers	“My screen reader isn’t working” Readable text for screen readers is missing
Other A11y	“This isn’t working for me” Poor user experience for persons with disabilities
Video	“I can’t tell what’s going on in this video” Missing closed captions or audio descriptions
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: B2B software 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
B2B software	116	2.8	3.1

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.



Localization testing

The Data Set

A representative sample of localization tests across B2B software companies.



9
test cycles



6
countries



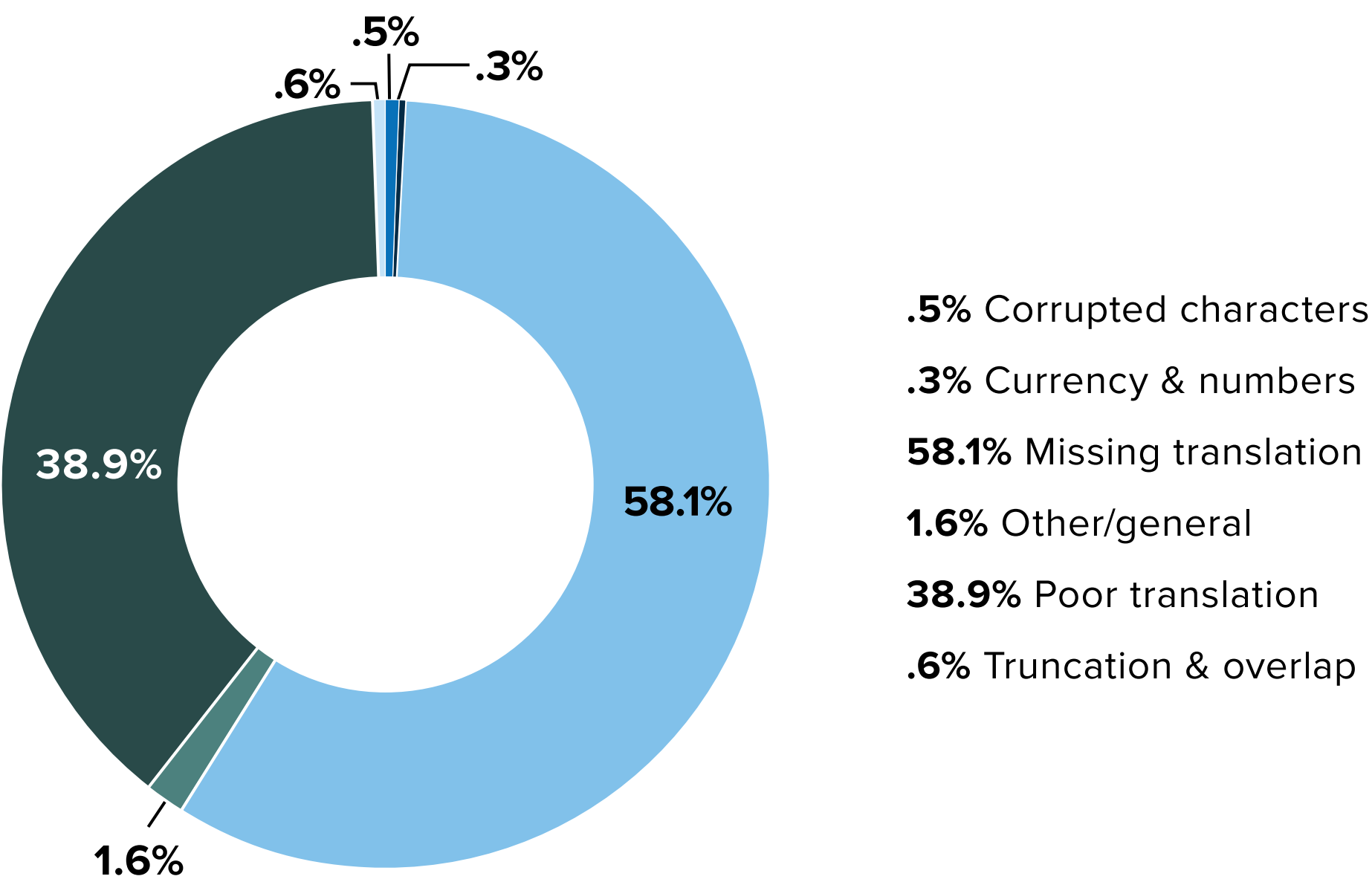
370
bugs

Bug type definitions

Bug Type	User Experience
Corrupted characters	“This doesn’t look right, where are the accent marks?”
Currency and number format	“That date seems wrong for the holiday they’re promoting”
Missing translation	“I’m not sure what this says, there’s no translation”
Other/general	“That photo is offensive, this brand doesn’t understand me”
Poor translation	“I don’t think that’s the right word here”
Truncation & overlap	“The text on this button is cut off”

Bug type breakdown

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



Missing translations account for more than half of defects in B2B software, with poor translations making up more than a third. Focusing on these two areas can deliver a significant boost to app quality.



Payment testing

The Data Set

A representative sample of Applause’s payment testing data for B2B software companies using digital payment methods



398
test cycles



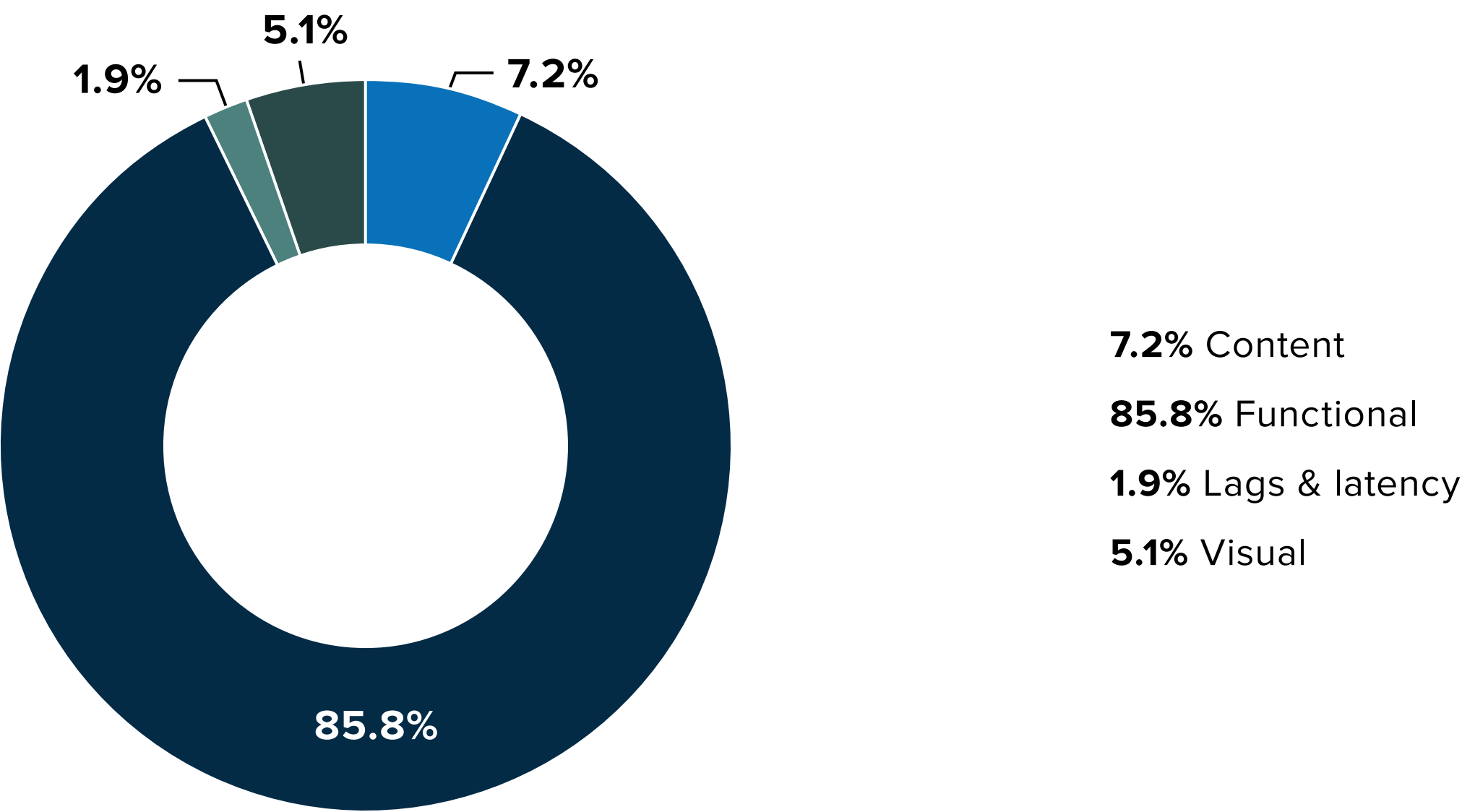
49
countries



373
bugs

Bug type breakdown

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



The prevalence of each type of payment bug remained remarkably consistent with last year, fluctuating less than 2%, with one exception: Crashes were nonexistent in this year’s data. A whopping 86% of all payment bugs were classified as functional bugs or workflow errors. Without corrective action, transactions will fail, delivering a serious hit to customer confidence – and, ultimately, revenue.



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