TRACE

> " *THE MAIN ADVANTAGE OF APPLAUSE IS THE UTEST COMMUNITY, WHICH ALLOWS US TO HAVE TESTERS AROUND SEVERAL COUNTRIES USING LOCAL DEVICES."*

CHRISTINE, DIGITAL MANAGER, TRACE

COMPANY

Launched in 2003 by Olivier Laouchez, Trace is the first multimedia and digital platform in the world solely devoted to Afro-Urban music and cultures, as well as to the success of young people and artists. Trace reaches more than 350 million fans in 180 countries. One of the company's mobile apps, Trace Academia, offers free courses and certificates dedicated to career advancement, entrepreneurship and soft skills. The app was made to empower young people, with a focus on women, by providing them with free learning from the world's best experts as well as opportunities to kickstart their careers.

CHALLENGE

The company needed to find a way to validate that its products worked across multiple global markets spanning Africa, Europe and North America, while also testing on the multitude of devices used by their customers.

When Trace approached Applause, the company was accelerating its digital roadmap and getting ready to launch two new products, Trace Play and Trace Radio. The company didn't want to release either product until it was certain that they would be well received by users. Working out how to incorporate the user perspective into its testing strategy was a key challenge.

Having a large community of testers also meant Trace would have greater coverage for products like its streaming platform, Trace +, which offers a very large volume of content. It was almost impossible for Trace to detect all bugs related to image quality, buffering, loading times and crashes on devices globally.

COMPANY
Trace Global

INDUSTRY
Entertainment | Edutainment

TESTING TYPES
Functional Testing

APP TYPES
Mobile | Web

CHALLENGES

- Increase test capacity to incorporate greater device, location and network coverage
- Incorporate end user perspectives and test products end-to-end
- Ensure the successful launch of new products in global markets

RESULTS

- Improved product quality in all markets — covering 16 countries
- Uncovered critical bugs that prevented users from accessing content
- Increased test coverage to include devices representative of the customer base

APPLAUSE

Recently, Trace also needed to navigate rebranding efforts away from a pure entertainment company towards an empowerment factory. Its new product provides vocational training, entrepreneurship, soft skills and music business expertise to its people and artists. To embrace its heightened sense of purpose and social impact, the company needed to ensure equal digital access.

As with its other products, this meant ensuring that the app and website worked seamlessly across all devices, locations and networks. As many of Trace's users live in African countries relying on networks that are no longer commonplace in Europe, like 3G or Edge, the company needed a way to test on the ground. Much of its user base owns older device models, further increasing the need for robust testing.

SOLUTION

With the help of Applause and the uTest community of specialized testers, Trace can scale up its QA capabilities and coverage to identify high-impact issues before release — without needing to worry about managing a large community of testers across multiple markets. The community provides Trace with hundreds of unique device combinations across mobile and desktop, as well as the ability to test under real-world conditions with real users in its key global markets.

Applause helps Trace test and localize its products in 16 countries, including its priority markets of Brazil, Nigeria, France, Ghana and South Africa. Once testers identify a relevant bug, they create detailed logs complete with screenshots and videos. Trace's digital manager receives the logs through a tailored integration with their bug tracking system, which they can then reassign to the development agency for resolution. Testers also try to reproduce bugs discovered by their counterparts and mark them as reproducible on the existing log to avoid producing duplicate issues.

Applause adapts to Trace's changing business priorities to ensure its testing hours are spent where they are needed most in any given business cycle. Recently, testers have devoted much of their time to the company's new business empowerment product, ensuring that the app and website work for users worldwide regardless of their device, location or network, with a focus on older devices and 3G/Edge.

RESULTS

Since the start of our collaboration in December 2017, Applause has helped Trace identify major bugs that prevent users from making the most of its products.
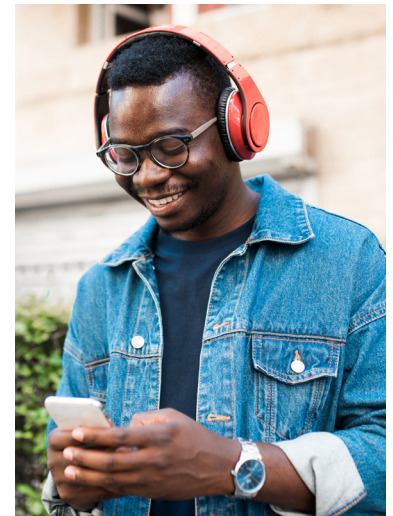
> " *WORKING WITH APPLAUSE HAS BEEN A GREAT EXPERIENCE. THE TEAM IS VERY PROACTIVE AND REACTIVE. THEY UNDERSTAND THE MARKET."*
>
> **CHRISTINE,** DIGITAL MANAGER, TRACE

In some cases, bugs threatened the company's brand and mission to empower its community by providing equal access to development opportunities. In one example, a tester tried searching for keywords in the search bar of the opportunity center and received no results. In another, the entrepreneurial hub closed after a tester tried to return to it after clicking on a 'see more' link within the app.

Applause also uncovered issues with account registration flows. In some countries, testers who signed up for a subscription were taken immediately to a login page even though they had not yet been asked to create a username and password. This was very frustrating for the testers, and they could not see a way to resolve the issue.

In some cases, Trace approaches Applause directly to request that testers look into certain issues, especially when users have reported a problem. In one case, users flagged that slow loading times were preventing them from accessing video content. Applause worked with Trace to identify the cause of the issue by running a performance test on video content across devices, countries and networks.

In the future, Trace plans to incorporate Applause even more closely into its processes as it transitions to aggregating all of its products onto a single platform.

> **"** *I DON'T REMEMBER DOING A TEST CYCLE WITH APPLAUSE WHERE THE TESTERS DID NOT DISCOVER RELEVANT BUGS."*
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> **CHRISTINE,** DIGITAL MANAGER, TRACE

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