



— APPLAUSE CASE STUDY —

“ WORKING WITH THE APPLAUSE COMMUNITY ALLOWS US TO BETTER UNDERSTAND HOW OUR CUSTOMERS USE OUR PRODUCTS AND HOW THE DEVICES AND APPS PERFORM IN THE HIGH VARIABILITY OF REAL-WORLD CONDITIONS. THE TESTERS PROVIDE FOCUSED DATA THAT HELPS US QUICKLY ELIMINATE BUGS AND ENHANCE THE OVERALL USER EXPERIENCE.”

ELAD LACHMANOVICH, VP R&D, TYTOCARE

CUSTOMER

When someone's feeling ill or injured, they rarely want to leave the house to sit in a waiting room at a doctor's office or urgent care facility. TytoCare strives to seamlessly connect people to clinicians to provide the best home examination and diagnosis solutions possible.

TytoCare's device and app capture high-quality medical examination data and connect patients and clinicians. With heart rate, temperature, digital sounds of the heart and lungs, and digital images and video of the ears, throat, and skin, doctors can provide a diagnosis, treatment plan, and prescription if needed. The company's remote care kit was named one of TIME Magazine's 100 best inventions of 2019.

CHALLENGE

TytoCare wanted to be confident that key workflows for its device and app operated seamlessly. Customers needed to be able to use the remote care kit to easily collect the necessary information for a diagnosis and treatment, and communicate with providers via the app.

COMPANY

TytoCare

INDUSTRY

Healthcare

TESTING TYPES

Functional | IoT

APP TYPES

Mobile | Web

CHALLENGES

- Ensuring key workflows functioned properly
- Evaluating a broad range of devices, operating systems and networks
- Collecting unbiased user feedback

RESULTS

- Covered 69 unique device and OS configurations and 17 different mobile carriers commonly used by TytoCare customers
- Verified that bugs were fixed prior to release
- Captured feedback that allowed TytoCare to improve the overall user experience

The company wanted to uncover issues that impacted overall user experience, as well as ensure proper coverage for the devices, networks and operating systems its customers used. Both functionality and connection quality matter to TytoCare. Understanding real-world performance was especially important as the company planned to expand into new markets. While the company has an extensive QA department in Israel, the team didn't have access to the same networks customers in other parts of the world use, making it difficult to test connectivity.

TytoCare also wanted to test new features prior to release and collect unbiased user feedback, balancing structured test cases with exploratory testing. Localization and bug fix verification were priorities as well.

SOLUTION

TytoCare partnered with Applause to source testers in 16 U.S. states and 2 Canadian provinces to provide the geographic coverage the company needed. Applause facilitated tests evaluating application functionality and connectivity quality cycles on both Android and iOS devices. With testers who are native speakers of English, Spanish and French, TytoCare was also able to evaluate localization.

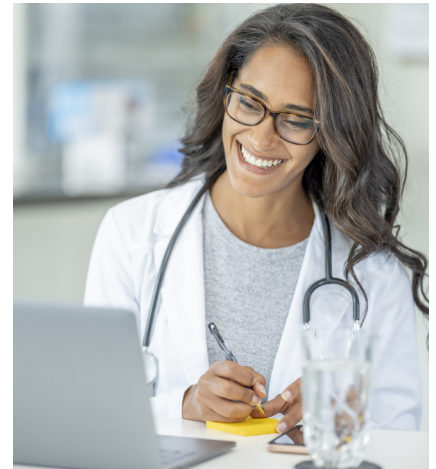
The Applause community tested hardware and firmware updates to the TytoCare device as well, ensuring that changes to the device worked smoothly. To determine how the app performed in real-world conditions and speed the development process, testing occurred during nights and weekends, when TytoCare's customers were most likely to use it. Testers partner with one another to play the roles of the patient and doctor on live meetings to test connection quality.

Together, TytoCare and Applause designed a series of tests that included both structured and unstructured test cases. This allowed the healthcare company to ensure it was testing for critical coverage and use cases, while also capturing insight on edge cases and the overall user experience. Detailed documentation of bugs and test results allowed TytoCare's QA and development teams to quickly address any problems.

In addition, the two companies performed live sessions with the TytoCare internal testing team and Applause testers to work through problems that the QA team could not reproduce on their own.

RESULTS

Members of the Applause community were able to test 69 unique device and OS configurations and 17 different mobile carriers. The partnership allowed TytoCare to quickly activate tests with complex requirements, such as connection quality tests on a wide range of configurations across various locations and networks — conditions that the in-house QA team could not reproduce.



“ WITH THE APPLAUSE TESTING TEAM, WE’VE BEEN ABLE TO VALIDATE THAT EVERY ASPECT OF THE PROCESS WORKS SMOOTHLY FOR BOTH PATIENTS AND PROVIDERS, INSPIRING CONFIDENCE IN OUR PRODUCTS.”

ELAD LACHMANOVICH,
VP R&D, TYTOCARE

When Applause testers received TytoCare devices for the first time, they walked through the unboxing experience, providing insight on which aspects of the user experience worked well and where the healthcare company could make things more intuitive. Applause made a detailed presentation to TytoCare's product development team to highlight opportunities where they could enhance the customer experience.

“Because we're capturing and sharing medical data used for remote diagnosis and treatment, it's really critical that we get that right,” said Elad Lachmanovich, VP R&D, TytoCare. “It needs to be easy to collect and share the information a provider needs to make an accurate diagnosis, and it needs to be easy for patients to connect with providers to ask any questions or get more detailed treatment plans. With the Applause testing team, we've been able to validate that every aspect of the process works smoothly for both patients and providers, inspiring confidence in our products.”

Testing with Applause helped TytoCare ensure that crucial workflows and new features worked as expected, such as improvements to notifications. Bug fix verification let the QA team validate that known issues had been addressed without introducing any new problems.

TytoCare ranked 25% of the bugs the Applause testers reported as high-value. Addressing these bugs allowed TytoCare to release with confidence.



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