



whow

— APPLAUSE CASE STUDY —

“ WE RECEIVED A PACKAGE TAILORED TO OUR COMPANY’S NEEDS THAT PROVIDED QUICK AND STRAIGHTFORWARD INSIGHT INTO OUR TESTING CYCLES ACROSS FUNCTIONAL, LOCALIZATION AND PAYMENT TESTING.”

MATTHIAS KAMPEN, QUALITY DIRECTOR, WHOW GAMES

CUSTOMER

Whow Games is a leading developer and publisher of free, online social games. Based in Hamburg, Germany, the company is the largest online social casino in Europe and offers a diverse entertainment experience users can enjoy on smartphone, tablet and desktop. Its flagship product, Jackpot, has 10+ million users and is available in 16 languages.

Whow Games is committed to enabling everyone to experience the feeling of a genuine casino visit without having to gamble with real money. For the most part, its social casino is free to play — as players “pay” with virtual chips that they can collect and win through the platform — although players can also purchase extra coin packages. In order to replicate the social experience of casino games, many games are available in multiplayer mode and have their own unique atmospheres.

CHALLENGE

The gaming industry is very success-driven. Once a product is launched, companies need to immediately monitor KPIs to determine whether the product is meeting user expectations. It is also important that the games be self-explanatory, so that players can press play and figure out how the game works as they go along. As with encounters between people, digital experiences only have a small moment to make a good impression — and either they succeed or they fail.

While Whow Games has an in-house QA team with established QA processes, planned product expansions meant that it needed to increase its testing capacity.

COMPANY

Whow Games

INDUSTRY

Entertainment

TESTING TYPES

Functional | Localization | Payments

APP TYPES

Mobile and web

CHALLENGES

- Ensure robust localization as the company expands into new markets
- Guarantee a seamless onboarding experience for new users
- Boost customer retention
- Increase device and site coverage while reducing internal testing cost and effort

RESULTS

- Improved product relevance in all markets — covering 17 languages
- Uncovered critical bugs that prevented users from purchasing products
- Increased testing capacity by more than 800 individual testers without the need for any new hires

In particular, the team wanted to run tests with as many device combinations as possible, speed up the bug-finding process and expand their focus to include user journey and UX testing. With their current resources, Whow Games found it difficult to gauge when products were ready to be released to real customers.

Localization was another challenge. While Whow Games offers its digital products in several countries, their only office is in Germany. This meant that even with multiple international colleagues to test products internally, the company struggled to ensure consistent product quality across cultural and geographical borders. To discover country-specific subtleties and guarantee the local touch, Whow Games knew that the company needed the perspective of local users. Only then would the team truly know how to build products that could succeed equally across all markets.

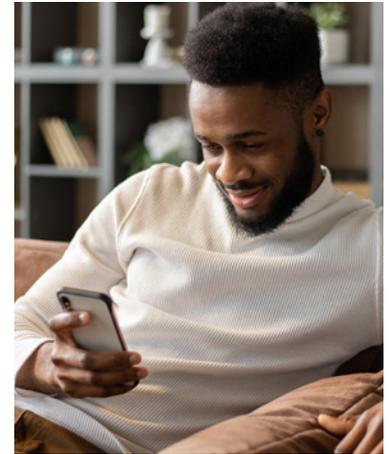
SOLUTION

Since 2018, Whow Games has partnered with Applause to test its digital experiences in the areas of functionality, localization and payment. Over 800 individual testers have tested its products across numerous environments, countries and devices to date. Whow Games can access the results of test cycles in real time through the Applause platform, which is integrated with the company's own QA processes and solutions. There Whow's staff can also find detailed tester feedback, including screen recordings of bugs that are difficult to explain in writing.

To establish itself in different markets, localization and payment testing were a priority for Whow Games. Applause testers completed real transactions on real devices in 20 different countries, all at different stages of the user journey. Ensuring that users could pay smoothly using the payment methods most common in their respective countries was of particular concern. With access to local testers, Whow Games could identify localization errors that went undetected before, such as whether country-specific price points are listed correctly.

To deepen customer analysis, Applause also conducted country studies to check user perceptions of Whow Games' Jackpot app in the company's major markets. In one study, Applause set out to examine why an app was less successful in one country than another. The studies helped Whow Games to confirm suspicions that certain areas needed more work and identify opportunities for improvement that they hadn't thought of before.

In addition to functional testing, Applause testers continue to provide Whow Games with high-quality, qualitative feedback that it uses to refine the user experience (UX). This has been particularly valuable in helping Whow Games to optimise game tutorials, as testers share how they view the content's complexity and whether the order in which information is displayed makes sense.



“ WORKING WITH APPLAUSE IS GREAT. EVERYTHING IS ALWAYS STRAIGHTFORWARD, TRANSPARENT AND THE TEAM PROVIDES TEST RESULTS AT BREAKNECK SPEED.”

MATTHIAS KAMPEN, QUALITY
DIRECTOR, WHOW GAMES

RESULTS

With Applause's scalable team of global testers and their combined variety of devices and operating systems, Whow Games guarantees product stability without having to hire new staff. During the first 3 years of our collaboration, Applause conducted approximately 500 testing cycles and identified 680 approved bugs in one year alone.

Some of the bugs Applause discovered were critical. In some instances, Applause testers were unable to purchase chip packages, either because the app was not responding to certain payment methods or due to limitations for users in certain countries. Applause also discovered that the option to log in through social media accounts was not working for many customers.

Testers also allowed Whow Games to ensure robust localization across markets. Beyond improving in-product translations, local testers alerted Whow Games to cultural peculiarities that had been overlooked in the app design process. In one example, the company was unaware that its primary brand color, purple, has negative connotations in Turkey, one of its major markets. Tester input was also invaluable when creating themed games to celebrate national and religious festivals.

With Applause testers always on standby, Whow Games is able to resolve critical situations at short notice. In one instance, the QA team needed a latency measurement for the app and browser in New Zealand and only had to wait until the next morning to receive the test results. The quality of the tester feedback also gave Whow Games far more reliable and valuable information than they were used to with VPN testing.

Applause and Whow Games continue to work together to strengthen its products and expand into new countries.

“ THE MARKET INSIGHTS PROVIDED BY APPLAUSE MAKE IT MUCH EASIER FOR US TO ENTER NEW MARKETS. THE BIGGEST PLUS IS DEFINITELY THE VALUABLE FEEDBACK PROVIDED BY LOCAL TESTERS.”

MATTHIAS KAMPEN, QUALITY
DIRECTOR, WHOW GAMES

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