



wetter.com

– APPLAUSE CASE STUDY –

“Our dedicated resource from Applause quickly proved a real value add. She immediately started filling the backlog with bugs and making suggestions to improve our QA.”

Falco Kübler, Senior Product Owner, wetter.com

Customer

wetter.com is the market-leading German-language online weather portal. Every month, 22 million people use wetter.com’s desktop and mobile services to check the weather forecast worldwide. Its popular ski portal provides winter sports enthusiasts with weather information for over 1,000 ski areas in Europe. wetter.com was founded in 2000 and has been a wholly owned subsidiary of ProSiebenSat.1 Media SE since 2014.

Challenge

The challenge for weather portals is to make forecasts easy to understand, without sacrificing accuracy. This can be a difficult balance to get right. If the forecast reads dry and sunny except for a short rain shower, what’s the best way to communicate this to users? A misleading forecast may cause users to lose trust in the app and download a new one.

Another question is how best to communicate rain probability. Ultimately, users simply want to know when it will rain, how heavy the rain will be and when it will stop. To help users find and

Company

wetter.com

Industry

Media

Testing Types

Functional

App Types

Mobile | Web

Challenges

- Stand out in a saturated market through stellar app ratings
- Keep crash occurrences low and quickly identify crash causes
- Increase device coverage to identify bugs not covered by lab testing

Results

- Attained a level of 99.6% crash-free users on Android and 99.8% on iOS
- Dramatically reduced the number of bugs making it into production
- Achieved consistently high app store ratings

understand the information they seek, wetter.com knew it needed to integrate real user perspectives into the development process.

On a strategic level, wetter.com wanted to become an indispensable part of users' morning routines. To do this, it set out to optimize its app and website for common use cases. Users who just want to know what to wear when going out, for example, are likely to check the app. But when planning a vacation, they're more likely to look for a detailed forecast on their desktop. Whichever they choose, wetter.com wanted to ensure users could navigate quickly and easily.

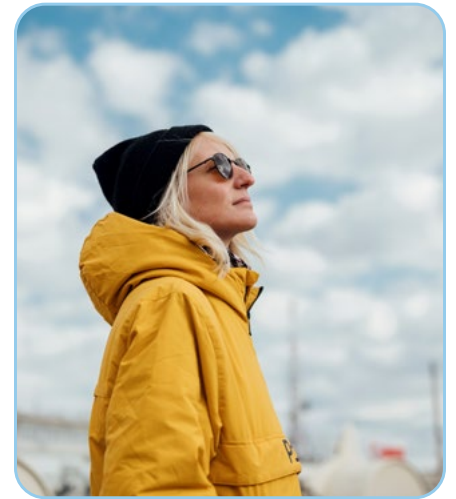
To compete with global weather services, wetter.com is positioning itself as the European weather expert. By focusing on a single region, it can provide more detailed forecasts than its competitors. The company also aims for a seamless user experience across a wide range of devices and excellent app store ratings to attract new customers.

Solution

wetter.com has partnered with Applause since 2014 to put the customer perspective at the heart of product development and extend its testing capacity. With its over one million-strong uTest community, Applause tests wetter.com on a wide range of different devices and operating systems, including older models that are common among wetter.com's customer base.

In particular, Applause testers support the wetter.com development team in identifying the root cause of crashes. Although wetter.com has a crash reporting system, it still struggled to recreate bugs and often spent considerable time and resources in the process. Now, any crashes not covered by the reporting system are sent to the Applause test team, which uses its own devices to identify the specific hardware, operating system and version combinations causing the issue.

Over time, wetter.com has integrated Applause more deeply into its QA processes. Its development team now has a dedicated resource from Applause, who works as an intermediary between wetter.com's developer teams and Applause's crowdtesters. The dedicated resource handles all Jira tickets, provides product feedback and helps ensure



“Thanks to our long-term cooperation with Applause, we can ensure consistently high app store ratings.”

Cornelius Schiffer, Senior
Product Owner, wetter.com

that bugs have been fixed successfully. She also helps the developers maintain a list of known issues and makes suggestions to improve the QA flow.

Results

Since working with Applause, wetter.com has dramatically reduced the number of bugs making it into production while saving time and resources. While wetter.com's development team often identifies major bugs itself during internal tests, Applause has increased coverage to catch the issues that would otherwise have gone unnoticed. Often, these are bugs caused by code changes that wetter.com did not have the capacity to detect with its limited internal regression tests.

Applause tester teams also discovered bugs that would have had severe consequences had they been rolled out to real customers. One tester, for example, found that they could not opt out of their personal data being processed. If this bug had made it into production, wetter.com might have violated the General Data Protection Regulation (GDPR). Considering that the penalty for companies that do not comply with the GDPR is up to 4% of annual turnover, this bug could have led to serious financial consequences.

With Applause, wetter.com helps ensure digital quality while safeguarding the company's reputation and minimizing financial damages. Since the start of our collaboration, wetter.com has maintained the level of crash-free users at 99.6% on Android and 99.8% on iOS.

“The wide range of different devices, operating systems and versions is a huge advantage of the Applause crowdtesters, because you can't cover everything on your own.”

Falco Kübler, Senior Product Owner, wetter.com

About Applause

Applause is the worldwide leader in crowdsourced digital quality testing. With testers available on-demand around the globe, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds up time-to-market.

Ready to learn more? [Contact us today.](#)