

How Fox Corporation Improved App Usability Across Devices with HeadSpin

About the Client

Fox Corporation is a leading American multinational mass media company known for its dominance in television broadcasting, news, and sports entertainment.



The Challenges

As a media giant delivering streaming content to millions of viewers, Fox Corporation needed to ensure seamless user flows across all its mobile applications, including Fox Sports, Fox Weather, and Fox Local. However, it faced several challenges:



QA, Dev & other teams had fragmented test workflows, making it difficult to collaborate & maintain consistent quality across platforms



Device-related issues repeatedly halted testing cycles, creating delays and preventing uninterrupted test coverage.

The Solutions

Fox Corporation turned to HeadSpin for their testing requirements. The HeadSpin Platform helped them to overcome automation testing challenges through:

Access to Real Devices



Provided a centralized platform for testing real user flows on devices, including Apple TV, Fire Stick, Roku TV, Chrome, Safari, Edge, and Firefox Browsers across global locations.

Automated Functional Validation



Automated the validation of key user flows such as login, logout, live playback, and video-on-demand (VOD) on real devices.

App Management



Fox could store and manage their various builds in a centralized location. The app management hub allowed them to run builds anytime on any device, improving the testing process.

Technical Support



Provided dedicated technical support to quickly address and resolve any device issues, ensuring uninterrupted testing.

The Results



Improved App Functionalities & User Flows

Fox can better locate and fix functional issues, enabling it to ensure perfect app usability to its audience constantly.



Test Scalability Across Diverse Device Configurations

Fox ensures rapid validation by continuing to execute hundreds of test cases across different platforms.

About HeadSpin

HeadSpin is a global digital experience testing platform with an extensive device network spanning 50+ locations. It supports manual and automated testing on various devices, including mobile phones, browsers, media players, and automotive systems. The platform employs data science-driven analytics to expedite issue resolution and improve cost efficiency for leading global enterprises.