

USABILITY TESTING OF AN E-COMMERCE APPLICATION

Client profile

Our client owns an online shopping site that offers the latest in apparels, footwears, and other accessories.

Challenge

The client's website has a lot of customer drop off and no sale from the website even in sale season. The client had large stock of items to be cleared within less time. They approached us for efficient testing solution for their website.

Scope

To perform usability testing and find out the reason for customer drop off immediately after visiting the website. To improve the performance of the website in live environment.

Our approach

- Our team performed end to end functional testing and identified issues.
- Several interface, look and feel related issues were identified in usability testing by pool of virtual users.
- Performed cross browser and compatibility testing of the website to dig issues users facing under different environment.
- Suggested numerous interface and functional changes to the client team to improve user friendliness.
- We identify slow response of the website under heavy traffic in our load testing.
- Automate the tests to perform regression testing after issues fixing from development side.

Benefits Delivered

- Implementing our suggestions make website with great user experience.
- Customer drop off rate got reduced.
- Client met their sale target.