ONLINE RETAILER OF INTIMATE APPAREL ACCELERATES WEBSITE UPDATES

Accelerate eCommerce Website updates

Bare Necessities is the largest online specialty retailer of women's & men's branded and designer intimate apparel in the USA. Bare Necessities seeks to differentiate itself by providing an easy, secure and enjoyable online shopping experience; in a market dominated by the largest retailer of lingerie - a company with greater name recall and deeper pockets. The key is a continually rich and engaging digital shopping experience that provides expert guidance as good as, or better than that available in-store. The Bare Necessities website is updated daily with the latest product catalog, special sale and discount pricing to help achieve its unique selling proposition of a seamless online experience for its customers across touch points.

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> At Bare Necessities, we use eureQa to build comprehensive test automation to run tests on a myriad of browser/device combinations. The results from these tests are available within hours instead of days as it was with manual testing. Using eureQa, we are finding, validating and fixing a greater number of critical issues than we were before, and we are able to address these critical issues earlier in the project cycle. eureQa is key to our ability to hit our dates and launch with confidence, knowing we are stable.
>
> — William Saccone, Sr. Director, Quality Assurance

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Challenge

As a leading online provider of designer intimate apparel, Bare Necessities had to make sure that its Web site delivered a consistent user experience across all browsers and devices. To do this Bare Necessities had to:

- Test its Web site on the top 10 browser/devices used by its customers
- Test various combinations of promotion codes and discounts on a daily basis
- Make sure that its testing could keep up with the daily changes to product catalog, pricing and promotions in addition to code changes

Solution

Bare Necessities used the eureQa Testing Platform to automate its regression tests used to test the impact of all changes to its eCommerce Web site. It was able to:

- Run its automated tests in parallel on the top 10 browser/devices used by its customers to access its site
- Use eureQa's support for data driven testing to test promotions and discounts in its My Bag test suite
- Track progress of its tests and trends in its Web site quality using the analytics and reports in the eureQa Testing Platform

Benefits

Using the eureQa Testing Platform Bare Necessities was able to:

- Automate its cross browser and cross device smoke tests in under 3 weeks
- Stay ahead by consistently testing against the latest browsers and devices used by its customers
- Avoid hiring additional resources to perform the large amount of manual testing required to ensure that all features of its Web site worked consistently across all browsers and devices