

Quality assurance and testing services for Natural Products Retailer

A US-based online retailer that deals in a wide variety of natural products from nutritional supplements to personal care products globally.

Solutions

Technologies

Country

Testing

Charles Proxy, Android, iOS

United States

Challenge

The client reached out to us with a request to provide a dedicated team for quality assurance and testing of their new mobile application. The client is a US-based company, one of the world's biggest online retailers with over 30k natural supplements and personal care products they ship to millions of customers in more than 150 countries. The numbers keep growing on a daily basis, so the client wanted their new mobile application to be able to effectively handle the company's rapid growth.

Industry:

E-com & Retail

Testing & QA

Since the app is planned for release on web, iOS, and Android, our team had to make sure the new version provides flawless functionality and an aesthetically pleasing, enjoyable experience across all target platforms, languages, as well as shipping and payment methods.

Project Duration

More than 6 months

Team Composition

Testing & QA – 2

Solutions

QArea provided the company with a dedicated QA and testing team experienced in e-commerce solutions. The team synergized with in-house devs in no time using Jira as a bug tracking solution and started on the tasks. The team carried out requirements analysis, test design, test execution, and prepared defect reports.

Platforms:

Android

iOS

Testing & QA

Our engineers conducted seven different types of testing, including functional, regression, and usability testing, to find and eliminate the issues and inconsistencies in the app's back end and front end. We applied Dr. James Whittaker's Exploratory Testing Tours technique which helped us locate and fix some critical bugs during exploratory testing. We also performed cross-platform and cross-browser testing to check for inconsistencies and used Charles Proxy as a proxy server for web debugging.

Types of testing performed:

- Regression testing
- Cross-browser testing
- Functional testing
- Usability testing
- Exploratory testing
- Smoke testing
- Confirmation testing

Our Development Expertise

We are experts in many other advanced technologies, languages, and web development tools that can push your PHP-powered solution even further. Tell us what you're aiming for, and we will help choose the best technology and talent for your goals.

 Java	 PHP	 GO	 Node.js	 Python
 C#	 JavaScript	 React	 Angular	 .Net



Results

The project started six months ago and is still ongoing. We keep standing on guard of the app's quality with proactive QA and testing activities. Every iteration undergoes thorough QA reviews, regression and other kinds of testing. Our team keeps track and documents every error to ensure exceptional maintainability of the app's codebase, seamless performance, and enjoyable user-centric experience.

As the app is being constantly improved and added with new features, TestFort makes sure nothing can prevent the retailer's customers from shopping for natural products from the convenience of their mobile devices.

87%

Satisfaction rate

57%

Conversion of mobile app

7%

Bounce rate decrease