StarDust Testing Retail

International App Testing
LA REDOUTE

by StarDust

StarDust Testing

Who We Are

François-Joseph Viallon
General Manager

▶ We hunt bugs and provide quality assurance for your digital projects (Website, App, Software, IoT, SDK)

▶ We have a complete digital ecosystem, with thousands of old and new devices, and BugTrapp at the center, our test organizing software.

▶ We have two testing labs, one in Europe and one in North America, and a community of test professionals in over 60 countries.

The retail industry is an extremely competitive one. Brands have developed a strong emotional relationship between them and their customers. This relationship is precious and fragile. Each time a new digital service is launched, there is an opportunity for a new interaction, and it should not be missed.

Our Experience with the Retail Industry

Auchan

BigMat
Matériaux et conseils pour vivre mieux

boulanger

BRICO DEPOT

Carrefour

Couche-Tard

DeSerres

E.Leclerc

Etam

franprix

Les Mousquetaires

KIT ACE

La Redoute

LEROY MERLIN

logitech

Nature & Découvertes

PETIT BATEAU

RONA
DOING IT RIGHT

simons

souris mini

U
les nouveaux commerçants

THOM Europe

ZONE

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The Statistics:

▶ In 2019, **25,688** bugs were identified in over **275** projects.

▶ **Nearly 60%** of the projects were tested on at least 15 devices by 5 different testers on average.

▶ The digital services were tested using the following methods :

40% scenario-based
60% exploratory

Audrey Debraine
Director of Hybrid Operations Europe

"Our lab testers handle over 275 digital services in 2019. Beyond the functional testing, this experience has given us many opportunities to put ourselves in the place of the user and thus, a special eye towards the user experience.*

The Company

La Redoute is a French distance selling company that started such activities in 1928.

La Redoute is specialized in ready-to-wear apparel and home decor. It is the second largest seller of women's clothing and the third largest seller of household linen in France. Today, La Redoute is present in 10 countries. Originally known for their paper catalog and mail order, La Redoute has made a huge shift towards e-commerce, which now accounts for 78% of the company's turnover. M-commerce accounts for 35% of sales and 25% of customers order by the mobile alone.

The mobile has become a strategic source of income. Therefore, quality is an important issue for each new app release, and that's why La Redoute relies on StarDust Testing.

La Redoute

by StarDust

The Challenge

La Redoute launched a major new version of their mobile app. The stakes were high. It was being launched at the same time that the technical base was being redesigned and their graphics were being updated. The app was made for both iOS and Android. Android allows a progressive deployment to test the app on a small population before opening it to everyone. However, this is not the case for iOS, so it was essential to make a flawless launch.

Our mission includes:

❯ **Validate the general functions of the iOS app**

❯ **Ensure the quality of the user experience, that actions are clear and that the response times are consistent**

❯ **Identify the maximum amount of bugs**

Olivier Chuffart
Project Manager
E-commerce

"

We needed to implement a testing solution in 7 different countries with fast results. StarDust met all these requirements perfectly. Within 48 hours, we received the detailed test scenarios, the illustration (screenshots and videos) of each bug found, and relevant suggestions on the user experience for our app.

"

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The Testing at a Glance

The Statistics :

▶ StarDust tested the app in 7 different countries all at the same time through our community, we-are-testers.

▶ Exploratory tests were performed on 18 devices, 13 smartphones and 5 tablets on iOS.

▶ **74 were identified in less than 48 hours.**

The Process Put in Place

Cedric Milton
Business Development Manager

> *Given La Redoute's time constraint and international challenges, the best answer was an exploratory testing with our community of testers. We were able to create a team of custom testers by selecting the location, the devices, the OS.*

La Redoute used StarDust for their quality control of their new iOS application. This application allows users to have a pleasant experience while shopping and make purchases. To ensure quick responsiveness and flexibility, StarDust used their community of WE ARE TESTERS who, under the guidance of a StarDust project manager, collectively detected bugs.

❯ **Exploratory Testing: The testers replicated the behavior of typical users and found as many bugs as possible within the given-amount of time.**

❯ **Suggestions: The testers were also asked to make suggestions on the user experience that they experienced.**

by **StarDust**

Crowdtesting

Why Crowdtesting?

With over 2000 testers in the We Are Testers community, crowdtesting is a great way for organizations to assure quality and performance of their digital products across several conditions.

Advantages of Crowdtesting

Flexibility – Test around the clock with an international community of testers available 24/7.

Choice - Choose from 2000+ testers that best fit the test requirements based on experience, language, and more.

Fragmentation – Expand test coverage by tapping into the large community of testers possessing a variety of devices and configurations.

Geolocation - Test important geolocation features by easily choosing testers located in specific countries.

Diversity – Use the multicultural diversity of the crowd to find bugs across multilingual sites or platforms.
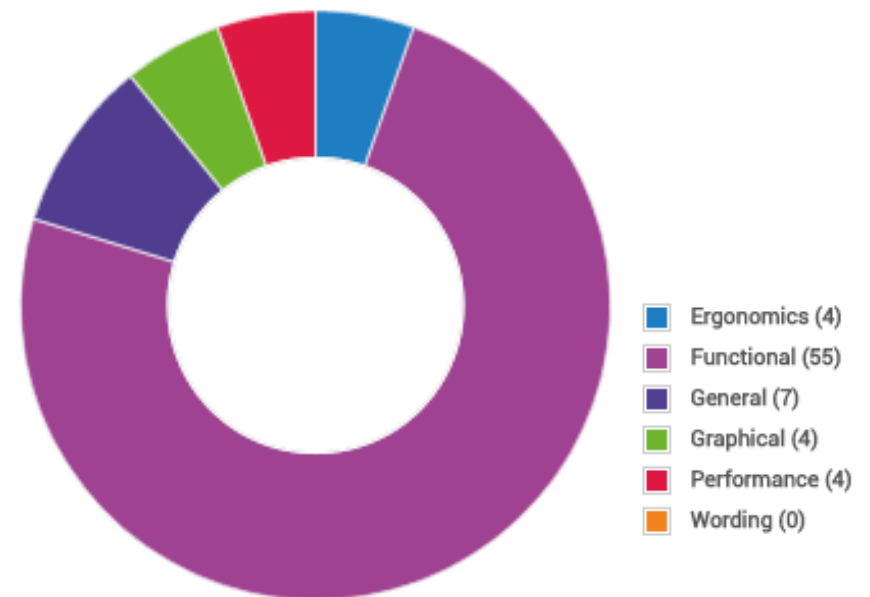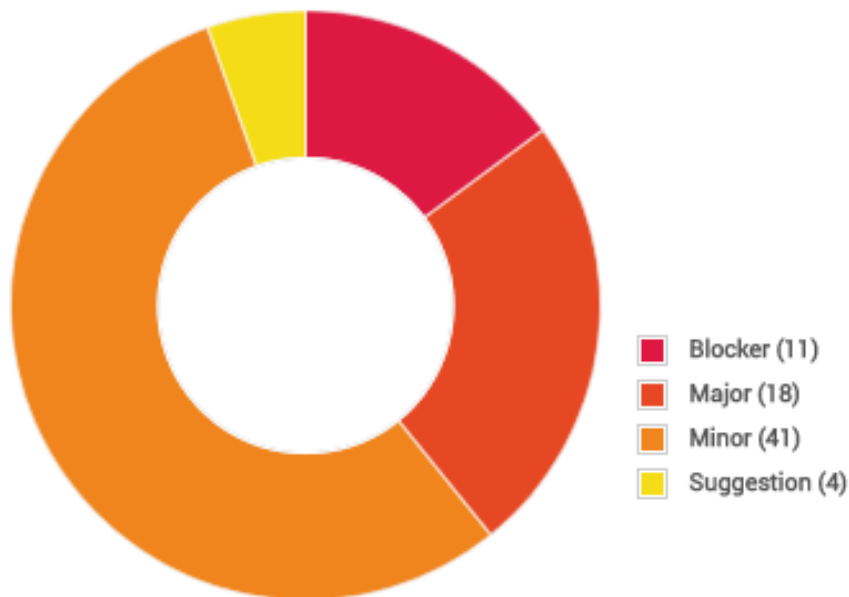
Faïza Gervais
WAT Project Manager

What makes crowdtesting so advantageous is its vast array of testing capabilities that correspond to today's business world. Testing on various configurations, across different networks, in a number of languages all around the world is easier to do with the crowd. It truly allows organizations to design a custom test strategy to suit their needs.

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The Results

The campaign identified 74 bugs. 11 of them were blocking, and 18 were major bugs. Most of these bugs were functional problems. The campaign was a success and provided La Redoute the full confidence to launch the app.

- Blocker (11)
- Major (18)
- Minor (41)
- Suggestion (4)

- Ergonomics (4)
- Functional (55)
- General (7)
- Graphical (4)
- Performance (4)
- Wording (0)

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The Results

The iPhone 6s Plus was the device that was most affected by bugs. This was definitely a point of concern for La Redoute. On the other hand, the bugs did not affect any one OS in particular.
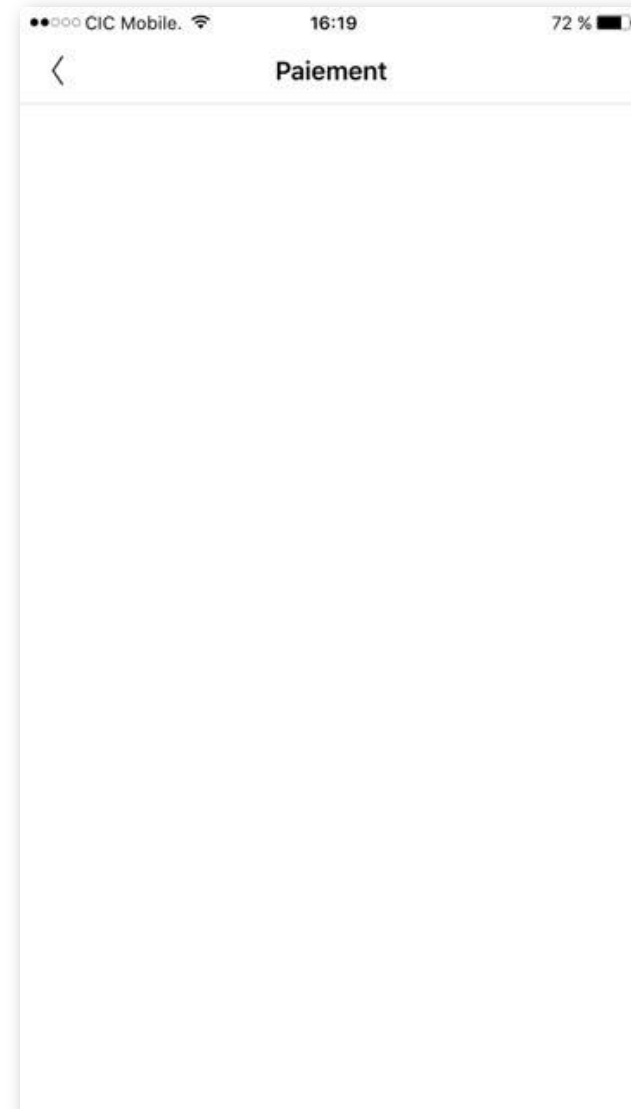

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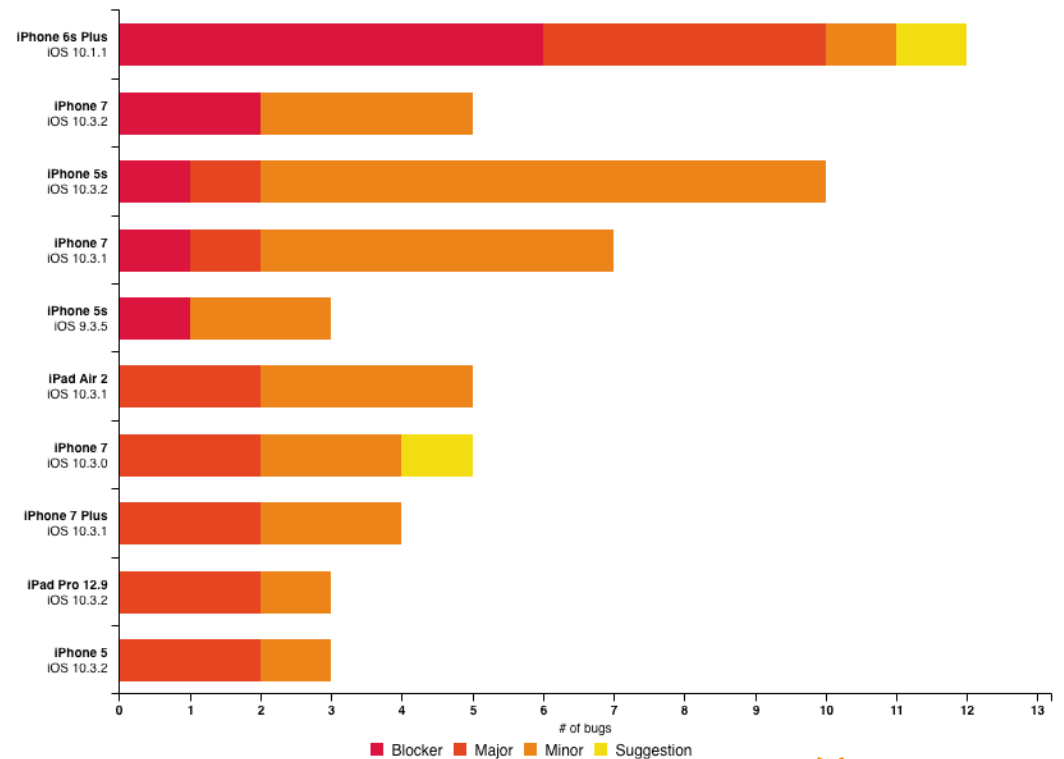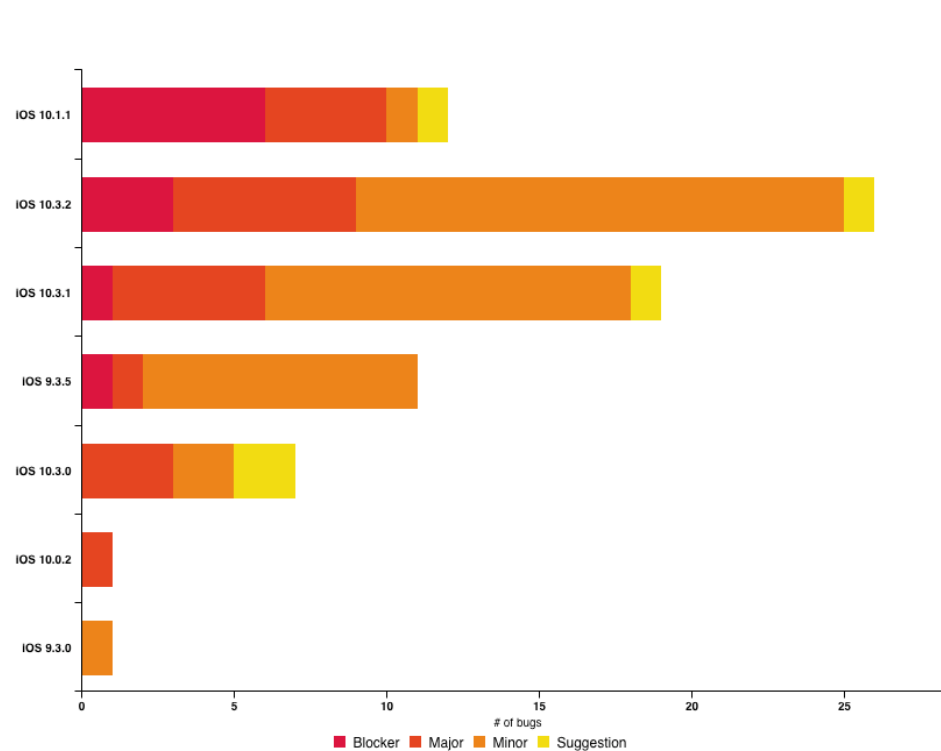
The Results

Specific examples of bugs found during the testing phase

KO

An infinite blank screen appears when users wanted to pay with a La Redoute gift card. It is a blocking bug because it effects the conversion rates for the company

●●○○○ CIC Mobile. 🛜   16:19   72 % 🔋

Paiement

The Results

Specific examples of bugs found during the testing phase

KO

If users of the iPhone 7 running iOS 10.3.2, added 10 or more items in their cart, only 9 times were displayed.

The Results

Specific examples of bugs found during the testing phase

KO

When the users of an iPhone 6s Plus running iOS 10.1.1, wanted to finish their order by logging in with their Facebook account, they encountered an infinite loading loop and were never able to continue.
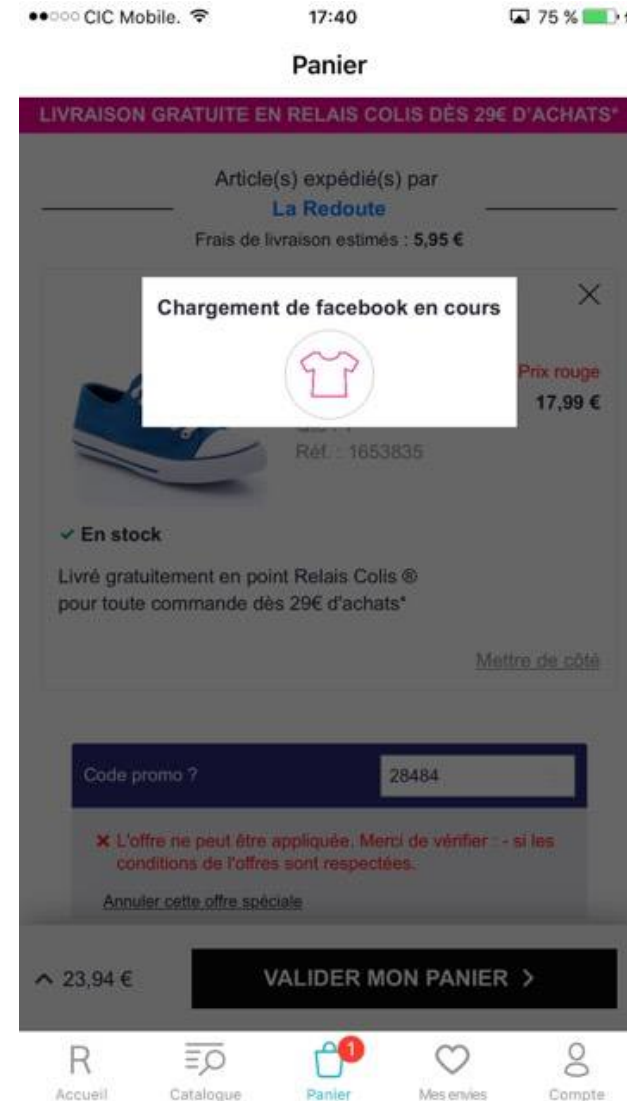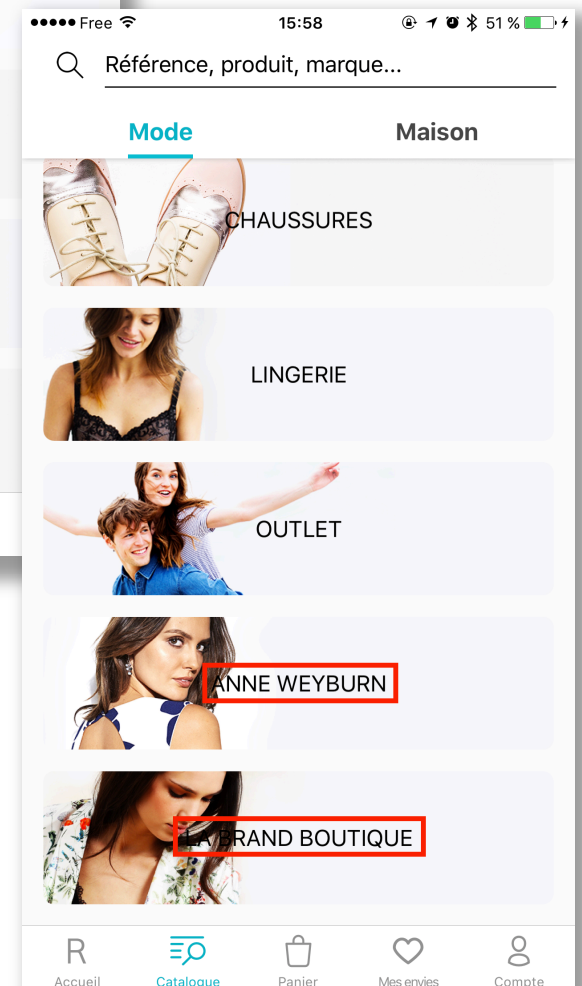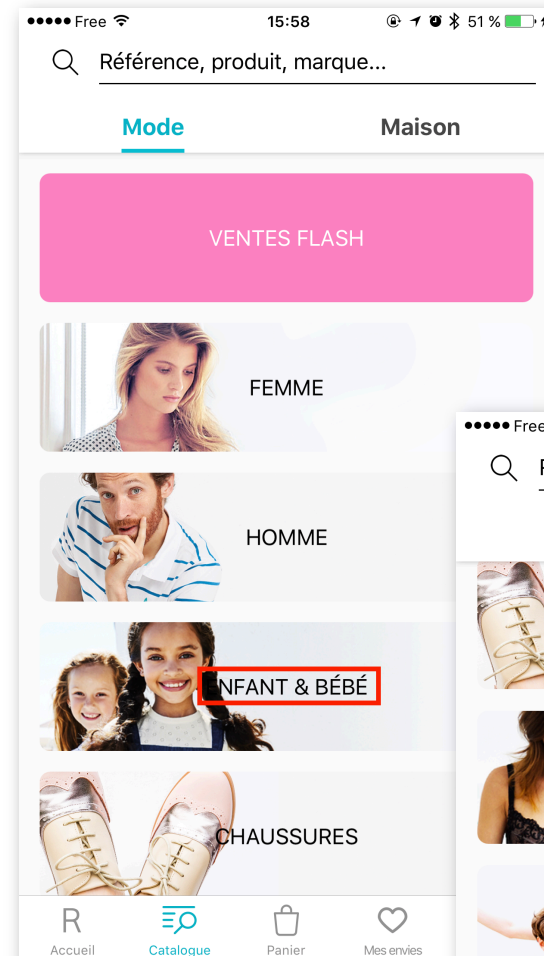

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The Results

Specific examples of bugs found during the testing phase

ERGONOMIC

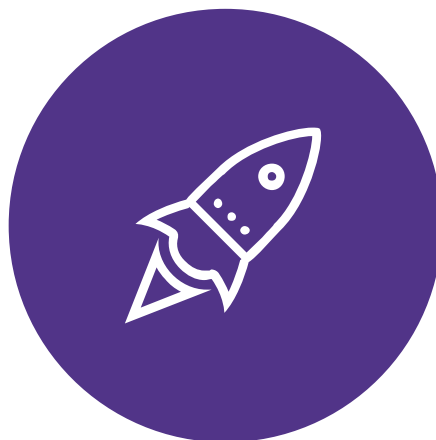Some of the clothing categories are not completely legible due to photos that overlapped the text.
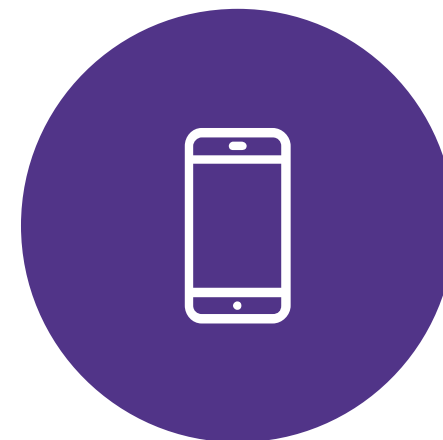
StarDust Testing

Team

We are a team of **90** people.

Progression

We've developed a strong enterprise with **200** active customers. .

Configurations

We have access to over **3,000** configurations (devices/OS/browsers).

StarDust

Learn more

Stardust is the leader in testing and digital solution verification (mobile applications, web sites, emailing/newsletters, Internet of Things…) and supports companies in their digital transformation and their quality process.

Click here to ask for a demo

Or contact us

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ASK ⊙