

Case Study



ALPARGATAS : HAVAIANAS' E-COMMERCE WEBSITE



“ I can recommend StarDust because they did exactly what we hired them to do; help us plan and execute a high-quality and rigorous UAT campaign for our new e-commerce site. For companies like ours that may be under the constraint of tighter budgets or have less internal QA expertise or experience, StarDust is the right partner to have.

Adrien Sebban, EMEA E-Business IT Executive at Alpargatas

The Client

Founded in 1907 in Brazil, Alpargatas is global company made up of a number of desired brands in the retail sector including **Havaianas, Osklen, Mizuno, Dupe, Topper, and Megga.**



The Objective



Launch a redesigned e-commerce site for their subsidiary, Havaianas, in order to provide an enhanced user experience and increase the site's revenue. As a result, StarDust worked directly with Alpargatas' European headquarters located in Spain.

The Challenge

To plan and execute a multifaceted UAT campaign to not only validate every single function on the new site, but to also assess the quality of the functions across a variety of configurations that represented Havaianas' mobile-first customer base.



“ Without all of the necessary experience or know-how in this area, we needed a partner to accompany us through the UAT phase and help us design a test that was both rigorous and in-depth in order to validate the site's functions. That is where I can say StarDust really added the type of value that we needed.

Adrien Sebban, EMEA E-Business IT Executive at Alpargatas

Our Strategy



To plan and execute the UAT campaign, StarDust worked directly with Alpargatas and OSF to create a **rigid and thorough test script.**

Daily communication enabled StarDust to keep Alpargatas and OSF informed and up-to-date regarding the status and scope of the test at all times.

Additionally, StarDust analyzed the site and its functions to be able to design thorough test cases as well as **create additional ones to test key elements** that Alpargatas failed to consider.



Overall, StarDust opted for a testing strategy that included the **right ratio of scenario-based and exploratory test cases** in order to **maximize the quality of test results** and reach the level of confidence needed to launch the site.

SIDE NOTE

StarDust used professional Spanish testers from its global community of testers, We Are Testers, to validate the Spanish version of Havaianas' new site.

Mixed Strategy

Scenario-Based Methodology



30 test cases
-
443 test steps

Enabled our test analysts to design test cases to meet Alpargatas' needs in evaluating key funnels and paths in a thorough and calculated manner. This in turn allowed our testers to execute the test cases more efficiently and effectively to uncover bugs that could derail key funnels and ruin the user experience.

Exploratory Methodology



Focused on finding bugs rather than on following a series of test steps, made it possible to **detect many bugs in a brief amount of time** to be more efficient, and to account for the limitations of a testing script by evaluating the wording, graphics, navigation, and other elements that contributed to the site's user experience.

Post-Correction Testing



An excellent complement within the test cycle, made it possible to **validate bug fixes** particularly across impacted configurations and **verify the absence of any regressions** caused by the post-test corrections.

Multi-device - 10 Configurations



Galaxy S8 HTC U11 Moto G4
iPhone 6 iPhone XR iPhone 7

MacOS
Windows



Samsung Internet Google Chrome
Safari Internet Explorer

Our Resources

Incorporating BugTrapp into the test campaign enabled Alparatagas and OSF to receive detailed bug tickets in realtime and quickly facilitate bug fixes.



“ The amount of details that were put into the bug tickets as well as the attachment of screenshots and videos helped us immensely. The videos in particular allowed us to review tickets and quickly understand in seconds the nature of the bug and how to reproduce it. In the end, these elements were quite valuable and useful.

Adrien Sebban, EMEA E-Business IT Executive at Alpargatas

The Campaign Results

115 BUGS DISCOVERED

The Bug Breakdown

Type	Severity	Areas Affected
Functional - 91	Minor - 54	PDP - 31
Graphic - 17	Major - 33	Cart & Checkout - 27
Wording - 5	Suggestion - 24	My Account - 21
General - 2	Blocker - 4	Content Pages - 10
		Homepage - 9
		Category Pages - 4
		Search & Results - 3
		Emails - 2
		Global Elements - 2
		Content - 1
		Pages - 1

The Last Word



“ StarDust's ability to deliver a great testing script was greatly appreciated. I also valued the quality of the tests that incorporated aspects that we, unfortunately, did not originally consider as well as the thoroughness of the StarDust's testers. For us, working with StarDust was a great experience.

Adrien Sebban, EMEA E-Business IT Executive at Alpargatas



European Headquarters
37 Rue Guibal
13003 Marseille – FRANCE
+33 4 91 68 66 28

North American Headquarters
55 avenue du Mont Royal Ouest, Suite 901
Montréal, QC, H2T 2S6 – CANADA
+1 5 14 789-6863