

CASE STUDY



OLYMEL FOOD SERVICE : E-COMMERCE PLATFORM



“ For Olymel Food Service, StarDust has proven to be an essential partner for us as we strive to develop and improve our digital platforms. Because of their professionalism, QA expertise, attention to detail, and reliability, I have no doubt that StarDust will continue to play a key role in our upcoming digital projects.

Jeremie Gingras, Digital Marketing Manager at Olymel Food Service »

THE CLIENT

A leader in the agrifood industry, Olymel Food Service is a modern company driven by its desire to provide customers with high-quality products and excellent service.

Today, Olymel Food Service supplies premier food products to numerous clients in over 65 countries.



THE OBJECTIVE



After establishing itself on the global market, the next logical step for Olymel Food Service was to develop its presence online to meet 3 essential business needs:

- 1) Provide customers with **access to their entire catalog of products**
- 2) **Provide greater customer support**
- 3) **Foster marketing initiatives** to further promote the company, its brands, as well as **better connect with customers**.

THE CHALLENGE

Testing a website from A to Z is no small feat. It requires extensive planning and experience to design test cases to validate new and existing functions as well as other key elements that contribute to the user experience and performance of the site.

Furthermore, testing a website in multiple languages across the most relevant configurations (device/brand/model/os/browser) was equally as challenging.



“ QA testing requires resources, objectivity, and specific skills. Given the fact that we do not specialize in QA testing, we really needed a partner like StarDust that had all of the necessary resources, objectivity, and skills to thoroughly test our new website and help us to offer the level of quality our customers have come to expect from the Olymel Food Service brand.

Jeremie Gingras, Digital Marketing Manager at Olymel Food Service »

OUR STRATEGY



Before launching the test, StarDust worked hand-in-hand with Olymel Food Service and the agency tasked with developing their new website to create a thorough **test script that included over 22 test cases with a total of 232 test steps**.

To best meet Olymel Food Service's needs, StarDust opted for a rigorous testing strategy that included a **scenario-based test campaign** and an **exploratory-based test campaign**.



MIXED STRATEGY

Scenario-Based Test



22 Test Cases
-
232 Test Steps

The test script enabled StarDust to precisely test each key function, process, and element on the site. This in turn also allowed our testers to execute the test cases according to the specific nature of the site's functions uncovering a maximum number of bugs.

Exploratory Test



The exploratory test phase allowed the test team to and **uncover UX-related bugs** as well as **provide Olymel Food Service with their general feedback on the site's UX**.

Post-Correction Test



Following the post-test correction, StarDust retested the website using an exploratory-based methodology. This enabled our QA team to evaluate the site's functions and UX in a way that reflected the behavior of Olymel Food Service's typical customers.

MULTI-DEVICE - 21 CONFIGURATIONS



Smartphone

- iPhone 6s Plus
- iPhone 7
- iPhone 8
- iPhone X
- iPhone XS Max
- Samsung Galaxy A5
- Samsung Galaxy S6
- Samsung Galaxy S7 Edge
- Samsung Galaxy S9
- Google Pixel 3
- LG G6



Desktop

- MacOS 10
- Windows 10



Tablet

- iPad Mini 4
- iPad Air 2
- Samsung Galaxy Tab S2



Browsers

- Samsung Internet
- Safari
- Google Chrome
- Internet Explorer
- Mozilla Firefox

OUR RESOURCES

Incorporating BugTrapp into the test campaign enabled Olymel Food Service to receive detailed bug tickets in realtime and quickly share the results with their agency.



“ We hoped to find as many bugs as possible, and StarDust did just that. Our partner met all of our needs by executing a test campaign that uncovered a plethora of bugs across a number of different mobiles, tablets, and desktops. More importantly, the results of the test made enabled us to generate a methodical pre-launch calendar.

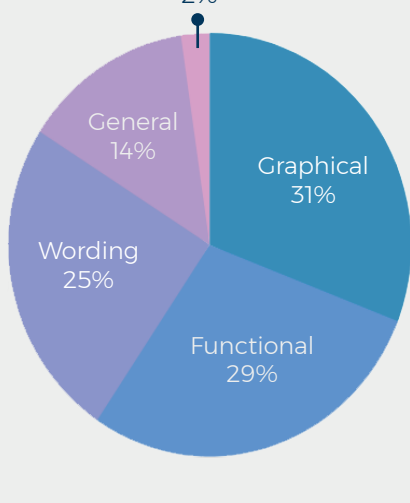
Jeremie Gingras, Digital Marketing Manager at Olymel Food Service »

THE CAMPAIGN RESULTS

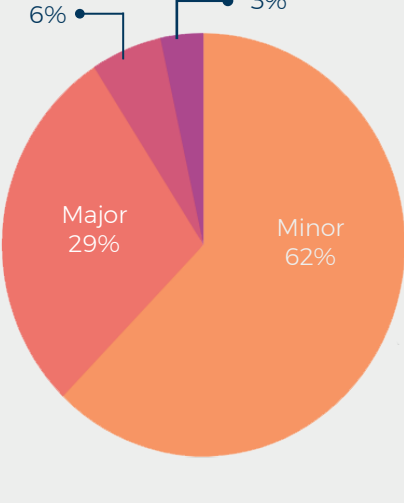
143 BUGS UNCOVERED

Bug Breakdown

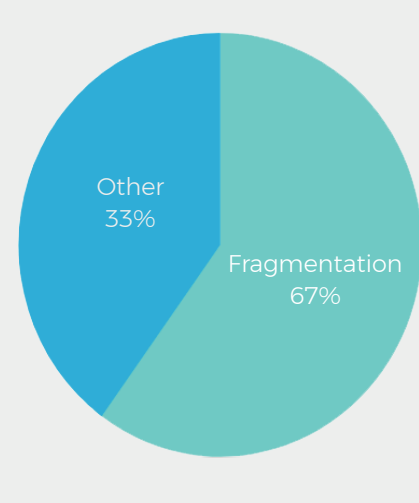
Bug Type



Bug Severity



Bug Fragmentation



CONCLUSION



“ The professionalism StarDust exhibited throughout the test was greatly appreciated. StarDust responded quickly to our questions which kept us in the loop and helped the entire project remain on track. I also appreciated the rigor and quality of the test campaign, which succeeded in uncovering most of the bugs we wanted to uncover. Overall, StarDust meets all of our expectations.

Jeremie Gingras, Digital Marketing Manager at Olymel Food Service »



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
+1 514 789-6863