



Client Overview

- The client is one of the largest online jewelry retailers with distinguished customer experience enabled through technology.
- Interactive shopping, try and buy virtually are the unique selling propositions that the application offers.
- The app is available on web and mobile platforms for preferred shopping channel experience to modern customers.



Business Challenges

- End to End functional QA of the application across Web and Mobile (iOS and Android)
- Ecommerce experience testing against industry standards in design and conventions, resilience of the platform and shopping cart experience
- Verify responsive design elements of the app owing to the rich omni channel experience goals
- Specialized Tests for 3D catalogue images, Virtual mirror feature
- Continuous testing of feature enhancements



Our Solutions

- Indium worked on an Agile QA model to address the wide scope of Functional Testing focused on Ecommerce Experiences
- Derived Test Cases categorized for retail features, design and UI elements, omni channel experiences and compatibility;
- Derived special quality identifiers for visuals, virtual interaction features
- QA Plan and execution for dynamic feature enablement like campaigns, offers etc.
- Reported Clear, Accurate and Actionable feedback on the deviations



Tools

- Agile Test Management : JIRA
- MS Office Tools for Test Reports



Value Additions

- Extended Functional QA Capacity for validating the quality of 3D catalogue models, embracing Augmented Reality – like standards
- Subject matter knowledge from comprehensive Ecommerce Experts : Platform and Immersive Design insights
- 1000 + bugs raised and reported to ensure the personalized experience is as per the required business goals



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