eCommerce and Retail

Rainforest QA enables eCommerce companies to test highly visual user interfaces and customer experience and flow.

eCommerce lives and dies by a great user experience, which in turn drives trillions of dollars in sales for both B2C and B2B companies. The success of eCommerce relies heavily on shopping cart flow and customer user experience, taking a customer from a prospective buyer to fulfilling their purchase. And with competition just a Google search away, negative customer experiences will cost you business.

How can eCommerce companies ensure their customer's user experience, from product page to shopping cart purchase, are bug-free every time new code is shipped?

Rainforest QA provides functional manual testing for regressions at the speed of automation, fit for eCommerce companies looking to improve shopping cart conversion by keeping their customer experience error-free.

Rainforest QA by the Numbers

11,842 Average Number of Tests Monthly

Time Saved: *(vs. manual testing)* **11,320 hrs**

Money Saved: *(vs. manual testing)* **$377,400**

2,092 Bugs discovered

Regression Testing for Every Stage of Product Driven eCommerce

beds

Add to Cart

Pay

Payment Confirmed

Confirm

rainforest

www.RainforestQA.com

Human Testers Outperform Automation Testing for eCommerce

Buying online is a highly visual experience, and requires customers to interact with several different user interfaces through the buyer journey. Leading eCommerce companies ship multiple times per day, requiring the need for functional tests for a wide variety of browsers for each release.

Though testing automation is fast enough to keep up with continuous deployment, automation can be brittle when it comes to testing highly visual interfaces and experiences. Ensuring that interfaces are easily navigable and functional for customers makes human testers a key component of testing eCommerce applications. But hiring and maintaining a traditional QA team is expensive and cannot keep up with the speed requirements of a continuous deployment workflow. That's where Rainforest QA comes in.

Human testers outperform automation in identifying visual problems and functional failures, which are often dealbreakers for eCommerce customers. The Rainforest Continuous QA Platform gives companies access to a scalable pool of vetted human testers on-demand, to ensure accurate assessment of the eCommerce user experience. With Rainforest QA, companies can effectively perform tests that require manual testing at the speed of automation.
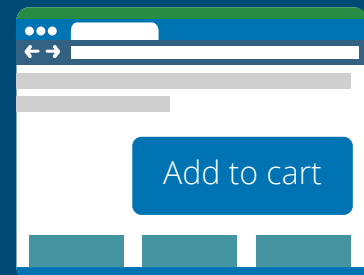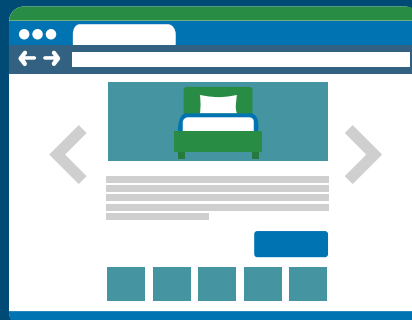
SEARCH PRODUCT PAGE CART PAYMENT EMAIL CONFIRMATION

beds

Add to cart

rainforest

www.RainforestQA.com

Testing Functionality Behind the UI

Behind the visually appealing UX and UI, large eCommerce companies depend on a number of 3rd party APIs and platforms to work properly. How can you ensure that these 3rd party APIs and platforms integrate seamlessly for the end user?

Integration testing uncovers error codes in API combinations, but doesn't effectively test a human's interaction with that API. That's where functional testing comes into play. Both integration testing and functional testing are required for testing APIs and platforms, and how they operate together.

Rainforest QA allows you to run functional and regression tests for third party APIs and platforms with real human testers. This grants complete visibility into how your app operates throughout the conversion funnel. To test even more comprehensively, Rainforest allows you create unique tokens to test email messages and inject dynamic data to test user logins and other forms.
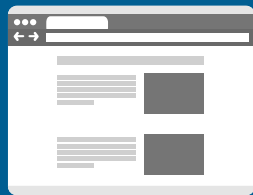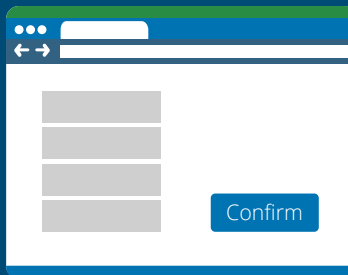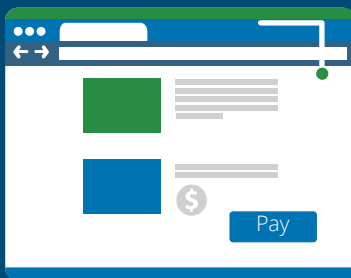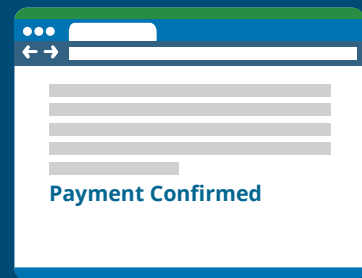
SEARCH	PRODUCT PAGE	CART	PAYMENT	EMAIL CONFIRMATION

SHOPPING CART API

Pay

Confirm

PAYMENT API

CONF. EMAIL

Payment Confirmed

rainforest

www.RainforestQA.com

Multiple Personas Require Stage-Based Testing

eCommerce also must manage functional testing for different permissions and user experiences for a variety of personas. For example in B2C, you may have a different persona for your prospective buyers than you would for recurring customers. In B2B, your job title personas may each require a different experience than your SaaS customers. Both B2B and B2C companies need to ensure their bases are covered for any type of user interacting with their website.

The Rainforest QA platform enables teams to create test suites for multiple customer personas. And to keep up with the rapid pace of deployment for large scale eCommerce, tests for each persona are run in parallel with results in about 30 minutes. This means a team can run tests against every web browser, for as many customer personas as they require.

By using the Rainforest platform to execute stage-based testing, our eCommerce customers can ensure that complex flows involving multiple user personas and role-based permissions work correctly. Rainforest allows tests to be written so that testers can easily switch between user personas and their associated permissions. As a result, organizations can test complex multi-user flows quickly and efficiently.

Manual Testing That Doesn't Slow You Down

Most eCommerce companies intially start with large in-house QA teams and automated tests to keep up with daily deployments to production. However, this spawned multiple challenges across the CD workflow, most notably in testing and quality. Traditional manual QA is time- and resource-intensive, and often these large teams are bogged down with simple, repetitive tasks, or simple regression and smoke tests. Automated tests are faster, but can be brittle and need to be refactored when major updates are deployed.

Rainforest QA is on-demand 24/7, meaning you can run functional and regression tests when you want, not when your QA engineer is available. The Rainforest network of 50,000 testers scales with eCommerce and retail web apps, enabling them to adjust testing capacity as needed for fluctuating demands. When pushing several product pages on a tight release deadline, Rainforest provides the flexibility to scale testing bandwidth up and down as needed.

rainforest

Ready to Move Fast with Rainforest QA?

With the exponential growth of eCommerce and cutthroat competition on the web, companies cannot afford the risk of releasing a broken storefront or buggy user experience. Automated testing can keep pace, but can't accurately test the highly visual UIs that eCommerce relies so heavily on. And while traditional manual testing can effectively test visual interfaces, it can't keep up with the rapid pace of eCommerce today. Rainforest provides the speed and accuracy eCommerce companies need for functional and regression testing at scale.

Rainforest QA lets eCommerce companies benefit from fast, scalable manual testing so they can focus on moving fast and building innovative products. Want to learn how Rainforest QA can have an impact on your development cycle? **Contact us to set up a demo today**.

soylent

Massdrop

THRED UP

SHINOLA DETROIT

COMBATANT GENTLEMEN
EST. 2012

M
Mixbook

Cratejoy

Paperless ®
POST

Zentail

rainforest

About Rainforest:

The Rainforest Continuous QA Platform provides on-demand manual QA-as-a-Service so that agile and continuous deployment teams can develop software quickly without compromising quality. Powered by 50,000 qualified testers, the platform serves as a management tool for writing, running and getting manual QA results is less than 30 minutes so that companies can focus on building quality software, not managing individual testers. Full feature access is available via API to seamless incorporate the platform into your existing development workflow.

www.RainforestQA.com