

StarDust CTG Group's Crowdstesting Solution Helps La Redoute Launch New App With Optimized Customer Experience

The Client

La Redoute is a French retailer that specializes in ready-to-wear apparel and home decor. The company is the second-largest seller of women's clothing, the third-largest seller of household linen in France, and has a presence in 10 countries. Originally known for their paper catalog and mail order, La Redoute has shifted towards e-commerce, which accounts for the vast majority of the company's income. Customers who shop and order via mobile device represent a key stakeholder group, making it critical to deploy an optimal e-commerce mobile app.

The Business Challenge

La Redoute launched a major new version of their mobile application while their technical base was being redesigned and graphics were being updated. The mobile application, made for both iOS and Android, was designed to improve customer experience by providing users with a pleasant shopping experience while making purchases. While Android allows a progressive deployment to test the application on a small population before opening it to everyone, iOS does not have this same capability. Consequently, it was essential that La Redoute test the iOS application before launch to ensure quality. La Redoute engaged Stardust CTG Group to conduct quality assurance testing of their new iOS application to:

- Validate the general functions of the iOS application
- Ensure the quality of the user experience to verify the actions are clear and response times are consistent
- Identify the maximum number of bugs

The Solution

Stardust CTG Group coordinated the application testing in seven different countries at the same time through We Are Testers™, our platform for publishing test campaigns to a community of professional, vetted testers around the globe. Exploratory tests were performed on 18 devices on iOS. The testers replicated the behavior of typical users to identify bugs and provided suggestions based on their experiences.

The Results

Stardust CTG Group's Crowdstesting solution accelerated the speed at which La Redoute gained valuable insight into the aspects of their application that needed to be fixed before they could confidently launch it. In less than 48 hours, CTG's testers reported issues including:

- Identification of nearly 80 bugs, 18 major and 11 minor
- Functional problems, such as loading issues that prevented users from adding items to their cart, and difficulty reading screen text

IN THEIR WORDS...

"We needed to implement a testing solution in seven different countries with fast results. CTG 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."

— Olivier Chuffart Project Manager, E-Commerce