Delivering Healthy Experiences

In today's fast paced ecommerce marketplace, consumers have a vast array of choices when it comes to choosing where to buy their health and wellness products. It is of critical importance that companies who operate in this space do so with pinpoint precision and execute transactions quickly and accurately.

PromoFarma are highly sensitive to this fact and have grown to be one of the leading ecommerce sites for consumer health and wellness products.

PromoFarma

PromoFarma are one of the leading online marketplaces of consumer health and wellness products. They enable thousands of customers to purchase the best beauty, baby and health products directly from hundreds of pharmacies.

Website: www.promofarma.com
Country: Spain

Challenge

PromoFarma were actively looking to release a completely revamped version of their website and offer new mobile applications to their customers:

- One of the challenges PromoFarma was dealing with prior to release was being able to test on many different browsers. They had a few devices internally, but they were already serving thousands of consumers and wanted the new release to go off without a hitch.
- PromoFarma had revamped their checkout process and needed to check that every product flow (from product to checkout) was working correctly and orders could be made through different browsers, devices and payment methods.
- At around the same time, PromoFarma were also jumping into the mobile world and launching an iOS and Android app to market, to enable consumers to order goods on the go.

PromoFarma approached Global App Testing to assist them with their testing processes because they knew that the slightest impact to transactions could have catastrophic implications on their revenue. PromoFarma's website is also in Spanish and so they needed enough testers who could test initially in native language on web, Android and iOS.

Global App Testing Process

Global App Testing put together a team of 75 testers (25 testers per platform) within 48 hours to test the new website and applications in time for launch. Testers were focused on all transactional areas of the website/application including adding products to the cart, checkout, account creation and more. Exploratory testing also included performance and localised insights from around the world on multiple web browser and operating system combinations.

Global App Testing Results

The testing team at Global App Testing found a number of critical bugs in the new release, specifically within the new checkout feature. PromoFarma was able to turn these critical bugs around to their development team for resolution. Additionally, Global App Testing were able to regression test in time for launch to confirm the bugs were resolved.

PromoFarma have since continued their relationship with Global App Testing as a means to reduce their development time to release.

By integrating Global App Testing's crowdsourced testers into their development process, PromoFarma have been able to decrease their cycle time from monthly to every two weeks.

Global App Testing Impact

Global App Testing has enabled PromoFarma to increase their confidence levels around releases and given them the freedom to focus on the development of a great experience to consumers.

The ability of PromoFarma to transact business through their websites and applications is the single most important consideration for every release and QA interaction. As they develop new features and increase their reach into other countries, PromoFarma can deliver quickly and accurately.

From checkout to fulfilment, Global App Testing is right by PromoFarma's side.