

User Personas

1

Nidhi Nigam



- Age: 28
- Occupation: Marketing Executive
- Location: Lucknow, UP
- Education: Bachelor's Degree in Business Administration
- Marital Status: Single

Bio: Nidhi is a young professional working in a fast-paced marketing agency in Lucknow, who loves keeping up with the latest fashion trends and uses fashion to express her creativity. She enjoys attending networking events and social gatherings, which require her to dress stylishly.

Goals: Nidhi wants to stay up-to-date with the latest fashion trends, find unique and fashionable clothing options, and build a versatile wardrobe for various occasions.

Pain Points: Nidhi often struggles to find time to go shopping due to her demanding work schedule, finds it hard to discover new brands that align with her personal style and often faces sizing and fit issues when shopping online.

How Urbanic can help: Urbanic can provide Nidhi with a curated collection of trendy and fashionable clothing options that suit her personal style. The website can offer features like personalized recommendations based on her browsing history and previous purchases. Urbanic can also provide accurate size charts and fit guides to ensure a seamless online shopping experience for Nidhi.

2

Disha Singh



- Age: 35
- Occupation: Stay-at-home mom
- Location: Pune, Maharashtra
- Education: High School Diploma
- Marital Status: Married with two children

Bio: Disha is a busy mom who prioritizes comfort and style in her everyday clothing choices. She wants to feel confident and put-together while juggling her responsibilities at home.

Goals: Disha wants to discover comfortable yet stylish clothing options that are suitable for her daily activities as a mom. She also wants to explore easy-to-wear and low-maintenance fashion choices that fit her budget.

Pain Points: Disha struggles with finding time to shop due to her busy schedule and often feels overwhelmed by the vast choices available online.

How Urbanic can help: Urbanic can offer Disha a selection of comfortable and stylish clothing options specifically tailored for moms. The website can provide outfit inspiration for different occasions and body types, making it easier for Disha to put together trendy yet practical looks. Urbanic can also offer customer reviews, and affordable price points, ensuring a convenient and budget-friendly shopping experience for Disha.

3

Aruvanshi Raj



- Age: 22
- Occupation: College Student
- Location: New Delhi
- Education: Pursuing Bachelor's Degree in Fashion Design
- Marital Status: Single

Bio: Aruvanshi is a fashion-forward college student with a passion for creativity and design. She loves experimenting with different styles and is always on the lookout for unique fashion pieces. Aruvanshi aspires to become a fashion designer herself and draws inspiration from diverse fashion sources.

Goals: Aruvanshi aims to stay ahead of the fashion curve, discover emerging designers and fashion trends, and find unique statement pieces to express her individuality.

Pain Points: Aruvanshi often faces budget constraints as a student and struggles to find affordable yet stylish clothing options that align with her artistic sensibilities. She also finds it challenging to discover new and emerging fashion designers and brands.

How Urbanic can help: Urbanic can provide Aruvanshi with a platform to explore a wide range of emerging fashion designers and unique fashion pieces. The website can offer a dedicated section featuring up-and-coming designers and collaborations, allowing her to discover new talent and cutting-edge fashion trends. Urbanic can also provide student discounts and affordable options, catering to Olivia's budget constraints while still offering fashion-forward choices.

SCENARIO

PERSONA : Aruvanshi Raj

SCENARIO: Casually browsing through the web in break time. She needs a good dress for a coming party.

Action 1

TASKS LIST

Action 1

- Opens the website.
- Scrolls through the home page.

Action 2

- Goes to Category.
- Scrolls and searches for product/dress.
- Liked a dress and opens it.

Action 3

- Scrolls and check other views
- Checks size and material.
- Reads reviews and feedback.
- Saves it on Wishlist

FEELINGS ADJECTIVE

- Bored and casually searching.
- Optimistic and curious to find a new dress.

- Confused with categories.
- Irritated with numerous clicks.

- Frustrated with layout.
- Suspicious and doubts the authenticity of the product.

IMPROVEMENTS OPPORTUNITIES

- Proper grid system.
- Hierarchy of the trending products.
- Easy selection.

* A proper Category Section.

- Cleaner UI
- A proper review rating system.

SCENARIO

PERSONA: Nidhi Nigam

SCENARIO: Casually browsing through the web in break time. and looking for a decent good looking dress for an office party.

Actions

TASKS LIST

Action 1

- Open the app to buy a good dress.
- Scrolls through the home.
- Click on new arrival.

Action 2

- scrolls through the new arrivals.
- select a dress.
- checks size and products availability.
- checks for reviews.

Action 3

- adds the product to the cart.
- goes to the cart.
- login.

FEELINGS ADJECTIVE

- The layout makes her confused and doubts the authenticity of the product website.
- Shopping during break to save time.
- Wants everything to be fast.

- curious to open the product.
- disappointed to see that there is no review and product feedback.
- happy to see the Wishlist and share option.

IMPROVEMENTS OPPORTUNITIES

- Clean UI.
- with simple icons and no pop images to hold on to the customer and spacious layout.

- a proper review and star system.
- more authentic feedbacks.

- A simple navigation required
- A simple go to checkout system

SCENARIO

PERSONA: Disha Singh

SCENARIO: A very naive and under confident user in relation to E-Commerce, shopping, and looking for a dress for her daughter's birthday online.



TEST PLAN

What is a test plan:

A Test Plan is a detailed document that describes the test strategy, objectives, schedule, estimation, deliverables, and resources required to perform testing for a software product. Test Plan helps us determine the effort needed to validate the quality of the application under test. The test plan serves as a blueprint to conduct software testing activities as a defined process, which is minutely monitored and controlled by the test manager. As per ISTQB definition: “Test Plan is A document describing the scope, approach, resources, and schedule of intended test activities.”



The Test purpose:

The test purpose for Urbanic is to ensure a seamless and user-friendly online shopping experience, evaluate and ensure the efficiency, reliability, and performance of the website's features, such as seamless navigation, fast loading times, responsive design, secure payment processing, and efficient search and filtering functionalities. This is done to provide users with a smooth and satisfying online shopping experience that meets their expectations for speed, convenience, and overall website performance.

Test Participants:

The test participants for Urbanic include existing customers, the target demographic of women interested in fashion, user experience testers, and beta testers. This diverse group provides valuable feedback on aspects such as overall experience, navigation, product selection, user interface, and website performance. By engaging these participants, Urbanic can gather comprehensive insights to improve the website's functionality and user experience before its full launch or wider rollout. In number, they can be 6 to 8 people.

Test environment:

The usability test can be conducted in-person or remotely via video conferencing. It's recommended to use a screen recorder and a usability testing tool to capture and analyze the user's interaction with Urbanic website.

Test Scenarios:

1. User Registration and Login Process
2. Search Functionality and Product Browsing Experience
3. Product Details Accuracy and User Reviews
4. Shopping Cart Management and Seamless Checkout
5. User Profile Management & Personalization Preferences
6. Order Tracking and History
7. Accessibility & Responsiveness of Customer Support
8. Overall Usability and User Experience



Test metrics:

The metrics to be collected during the test include the completion rate of each task, time taken to complete each task, and the number of errors encountered by the user. The participants should also provide feedback on their overall satisfaction with the interface, ease of use, and any suggestions for improvement.

1. Product Analysis: Urbanic

Urbanic aims to provide an engaging and user-friendly online shopping experience for women, offering a diverse selection of fashionable clothing and accessories. By leveraging software and hardware components, Urbanic enables users to discover and purchase trendy items conveniently while staying connected to the latest fashion trends.

- **Who will use the product:** Urbanic is primarily designed for people interested in fashion. The target users include fashion enthusiasts, working professionals, students, and individuals seeking trendy and fashionable clothing options.
- **What is it used for:** Urbanic is a fashion website that serves as an online platform for people to discover, explore, and purchase a wide range of clothing, accessories, and trends. It provides a convenient and accessible shopping experience, allowing users to stay up-to-date with the latest fashion trends and build their personal style.
- **How will it work:** Urbanic functions as an e-commerce platform where users can browse through various categories, search for specific products, and explore curated collections. Users can view detailed product descriptions, images, and customer reviews to make informed purchasing decisions. They can add items to their shopping cart and proceed to a secure checkout process. Urbanic also provides personalized recommendations based on user preferences and browsing history.

- **Software used:** Urbanic relies on a web-based software application that includes front-end and back-end components. The front-end utilizes HTML, CSS, and JavaScript to create an intuitive user interface for seamless browsing and shopping experiences. The back-end employs programming languages like Python, PHP, or Java to handle the server-side logic, database management, and integration with payment gateways.
- **Hardware used:** Urbanic operates on standard web hosting infrastructure, which typically includes web servers, database servers, and networking components. The website is accessible via desktops, laptops, smartphones, and tablets, allowing users to access the platform from various devices.



2. Test Strategy – Scope

- The primary objective of Urbanic is to provide a seamless and user-friendly online shopping experience for women, offering a diverse range of trendy clothing, accessories, and fashion trends. The application should allow users to browse and search for products, add items to the shopping cart, proceed through a secure checkout process, and receive personalized recommendations.
- The scope of testing for Urbanic would include functional testing to ensure that all the features, such as product browsing, search functionality, shopping cart management, and checkout process, are working as intended. Usability testing would focus on evaluating the user interface, navigation, and overall user experience to ensure that the website is intuitive and easy to use.
- Performance testing would be conducted to assess the website's responsiveness and ability to handle a large number of concurrent users and transactions without any performance issues. Security testing would be performed to identify and address any potential vulnerabilities in the application, ensuring the protection of user data and transactions. Additionally, testing would be based on the product specifications and customer requirements to validate that Urbanic meets the desired functionality, appearance, and performance expectations. The scope of testing would be determined by the project budget and the expertise of the testing team.

2. Test strategy – Test Logistics:

- **Who will test?**

The testing for Urbanic can be conducted by a team of skilled software testers with expertise in various testing methodologies, including functional testing, usability testing, performance testing, security testing, and more. The testing team should have a good understanding of the fashion industry and the specific needs and preferences of Urbanic's target users.

- **When will the test occur?**

The testing process for Urbanic should occur throughout the development cycle, starting from the early stages of design and development. It is crucial to have continuous testing during the development process to identify and address any issues or defects early on. Additionally, a dedicated testing phase should be scheduled before the release of Urbanic to conduct comprehensive testing and ensure the application meets the desired quality standards and user expectations. This final testing phase should cover all aspects of the application's functionality, performance, usability, and security.

2. Test strategy – Testing Types:

Functional Testing: It involves verifying that users can browse and search for products, add items to cart, proceed through the checkout process, get accurate product details and pricing information and additionally testing features like personalized recommendations, managing profile, and order tracking functionality.

Usability Testing: Focuses on evaluating the user interface, navigation, and overall user experience like if the website is visually appealing, easy to navigate, intuitive to browse through categories, apply filters, etc. Additionally it has testing the responsiveness of the website across different devices.

Compatibility Testing: Involves testing the website on various platforms and devices, verifying that the website is compatible with popular web browsers, different operating systems, and adjusts to different screen sizes and resolutions.

Security Testing: See that user data and transactions are secure by testing the website for secure authentication mechanisms, data encryption during transit and storage, protection against vulnerabilities. It also involves verifying proper access controls and permissions to prevent unauthorized access to user data.

Performance Testing: Evaluate the website's speed, scalability, and stability through monitoring the website's resource usage, server response time, and website's response time under different load conditions to ensure that it can handle many simultaneous users without performance degradation.

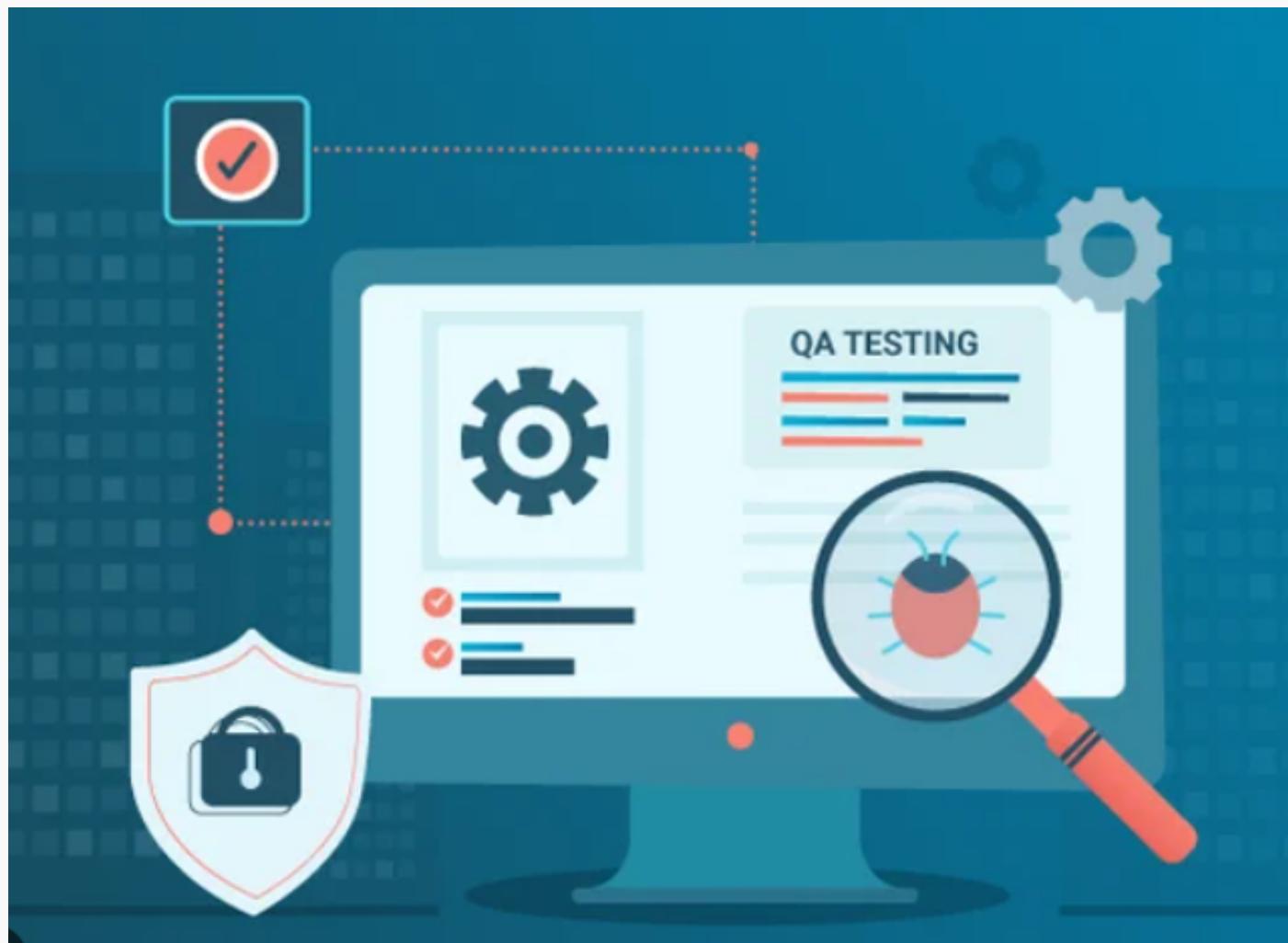
2. Test strategy – Testing Types:

Functional Testing for Urbanic:

1. Verify user account creation, login, and profile updates.
2. Test browsing, searching, filtering, and sorting functionality.
3. Ensure smooth shopping cart usage, checkout process, and order confirmations.
4. Validate accuracy of personalized recommendations based on user preferences.
5. Test order tracking, history, and invoice access.

Usability Testing for Urbanic:

1. Evaluate intuitive user interface and easy navigation.
2. Test responsiveness across different devices and screen sizes.
3. Verify user-friendly checkout process with clear instructions.
4. Evaluate overall user experience for adding items, exploring product details, and managing profiles.
5. Test clarity and effectiveness of messaging and notifications.



Compatibility Testing for Urbanic:

1. Test compatibility on different web browsers (Chrome, Firefox, Safari).
2. Verify compatibility across various operating systems and devices.
3. Test website performance on different screen sizes and orientations.
4. Ensure compatibility with assistive technologies for accessibility.
5. Test compatibility of payment processing and integration.

Security Testing for Urbanic:

1. Test secure authentication, password management, and session handling.
2. Conduct vulnerability scanning and penetration testing.
3. Test data encryption during transmission (HTTPS) and storage.
4. Verify access controls and permissions to prevent unauthorized access.
5. Test security of third-party integrations and APIs.

Performance Testing for Urbanic:

1. Test website response time and server load handling.
2. Verify performance on different network speeds and bandwidths.
3. Conduct stress testing for stability under high user loads.
4. Test database performance and query optimization.
5. Monitor system resources for performance optimization.

4. Test Criteria

Suspension criteria:

- severe system failure that affects the website's functionality until the issue is resolved.
- significant security vulnerability is discovered to address the issue and ensure the safety of user data.
- accommodate substantial changes to the project scope or significant updates to the application and align with the updated requirements.
- Limitations in essential resources such as hardware, software, or skilled testers

Ending criteria:

It involves achieving sufficient test coverage, resolving critical defects, meeting acceptance criteria, and obtaining stakeholder approval. These criteria ensure that Urbanic has undergone thorough testing, addresses any major issues, meets the specified requirements, and gains approval for release from stakeholders.

- Test coverage should encompass critical aspects of Urbanic, verifying that all essential components and user scenarios have been adequately tested.
- Any critical defects identified during testing need to be resolved, fixed, and verified to ensure a smooth and error-free functioning of Urbanic.
- Urbanic needs to fulfill the predefined acceptance criteria, aligning with stakeholders' expectations and meeting the specified requirements.
- Stakeholders should review and approve the testing outcomes, ensuring their satisfaction with the results before proceeding with the release of Urbanic.

5.Resource planning

System resource planning:

Hardware Resources:

- Web servers to host and serve the Urbanic website to users.
- Database servers to store and manage product data, user profiles, and transaction records.
- Load balancers to distribute incoming web traffic efficiently and ensure high availability.
- Including routers, switches, and firewalls to establish a reliable and secure network connection.

Software Resources:

- Web development framework to build and maintain the Urbanic website.
- Content management system to allow easy content updates.
- Database management system for efficient data storage and retrieval.
- Payment gateway integration for secure online payment processing, integration with platforms,etc.

Personnel Resources:

- Skilled professionals responsible for building and maintaining the Urbanic website and its features.
- Dedicated testers to conduct thorough testing of the website and identify any issues or defects.
- System administrators to manage the hardware and software infrastructure.
- Personnel to provide assistance and handle customer inquiries, ensuring a positive user experience.

Human Resource Planning:

Test Manager:

- Coordinate testing activities and manage the overall testing process for Urbanic.
- Develop test strategies, plans, and timelines to ensure effective and efficient testing.
- Supervise and provide guidance to the testing team, ensuring adherence to testing standards and practices.

Tester:

- Execute test cases, identify and report defects, and verify their resolution.
- Collaborate with developers and other stakeholders to clarify requirements and ensure effective communication.
- Conduct different types of testing, such as functional, usability, performance, and security testing, to validate Urbanic's quality.

Developer in Test:

- Collaborate with the development team to identify test automation opportunities and develop automated test scripts.
- Conduct test automation, execute regression tests, and continuously improve the automation framework.
- Ensure the reliability and stability of automated tests to support efficient and effective testing efforts.

Test Administrator:

- Set up and maintain test environments, including hardware, software, and network configurations.
- Manage test data and ensure its availability, integrity, and confidentiality during testing activities.
- Coordinate with the testing team to schedule and execute test runs, monitor progress, and ensure smooth testing operations.

SQA (Software Quality Assurance) Members:

- Assist in the definition and implementation of quality standards, processes, and best practices.
- Conduct quality reviews and audits to identify areas for improvement and ensure adherence to quality requirements.
- Collaborate with stakeholders to resolve quality-related issues and foster a culture of continuous improvement in Urbanic's development and testing processes.



6. Test Environment

- **Step 1:** Define the testing objectives: Determine the testing objectives and requirements for the test environment. Some possible testing objectives for Urbanic might include testing for application functionality, security, performance, and user experience.
- **Step 2:** Identify the testing resources: Identify the hardware, software, and personnel resources required for testing Urbanic. Some possible resources might include computers, operating systems, databases, web browsers, testing tools, and team members.
- **Step 3:** Install the necessary software: Install the necessary software for testing Urbanic, such as the operating system, web server, database, and application server. One can refer to the Urbanic documentation for the specific software requirements.
- **Step 4:** Configure the test environment: Configure the test environment to match the production environment as closely as possible example, set up the same network topology, software versions, and database schemas.
- **Step 5:** Populate the test data: Populate the test environment with the test data required for testing Urbanic. This might include user accounts, selections, transactions, and configurations.
- **Step 6:** Set up testing tools: Set up the testing tools, such as Selenium, JMeter, and Appium, that will be used for testing.
- **Step 7:** Perform testing: executing test cases, capturing test results, and reporting defects
- **Step 8:** Monitor and maintain the test environment: Monitor the test environment to ensure that it remains stable and functional throughout the testing process Address any issues that arise in a timely manner.

Task Name	Test Members	Estimated Effort
Requirement Analysis	Business Analyst, Test Manager	30 man hours
UI/UX Design	UI/UX Designer	35 man hours
Front-end Development	Front-end Developer	55 man hours
Back-end Development	Back-end Developer	60 man hours
Database Setup	Database Administrator	25 man hours
Performance & Security Testing	Tester, Developer in test, Security Tester	40 man hours
Deployment and Release	DevOps Engineer	20 man hours

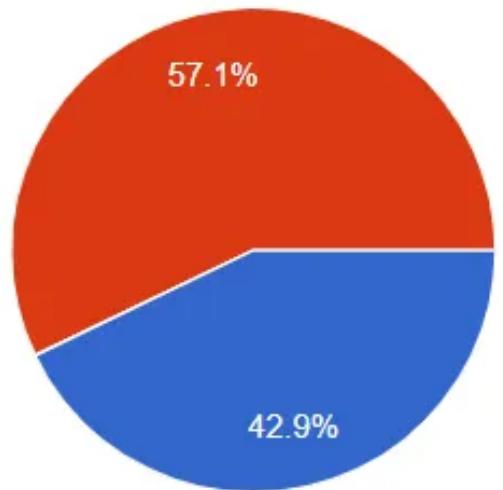
Total Estimated Efforts : 265 Man Hours

7. Usability Testing

Questionnaire - Sample Questions & Overview

What mode of shopping CLOTHES you prefer the most

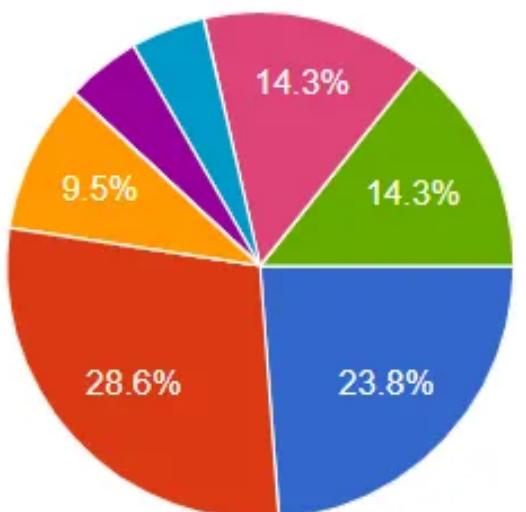
21 responses



- Online/ through app or website
- Offline/ instore shopping

Where do you shop for Clothes THE MOST online

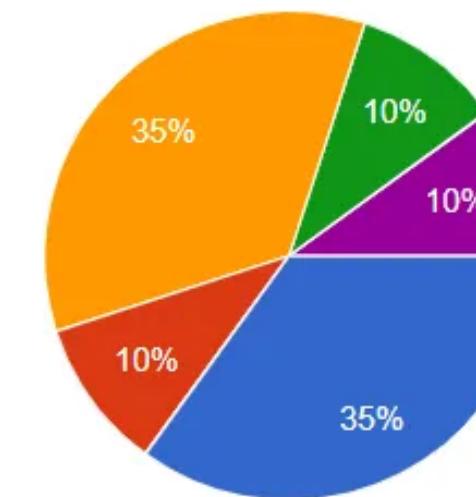
21 responses



- Mynta
- Ajio
- Zara official site
- H&M official site
- Max
- Tata clique
- others
- I don't shop clothes online

What do you like most in online CLOTHES shopping

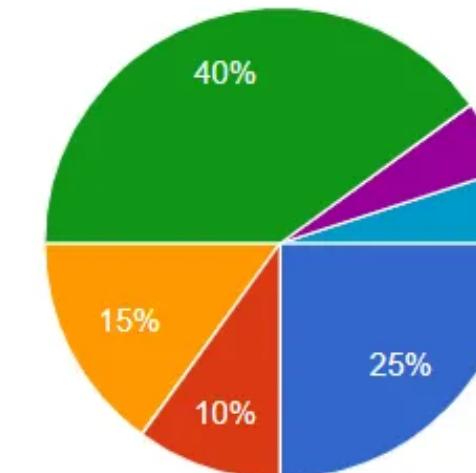
20 responses



- convenience
- Availability of items
- Return policy
- Easy Filter
- none, i don't shop clothes online

According to you what is the MOST ANNOYING part in any E-Commerce system you EVER interacted with ?

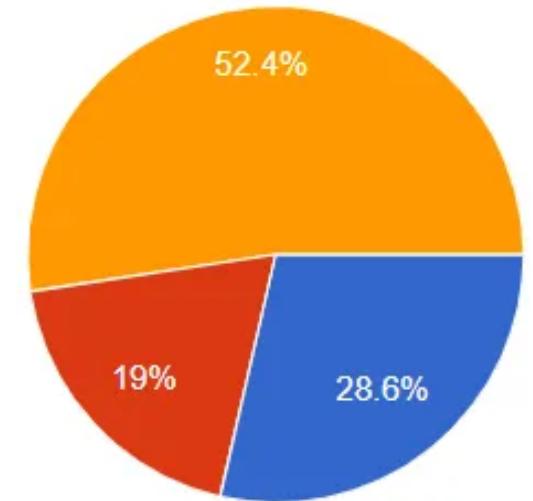
20 responses



- Complicated Payment Gateway
- Selection of a product
- Filter
- Navigation through the app by clicking multiple tabs
- returning the product
- Wrong delivery even after the selection of exact thing

What do you prefer/use the MOST (by most means usually on daily basis) for shopping clothes?

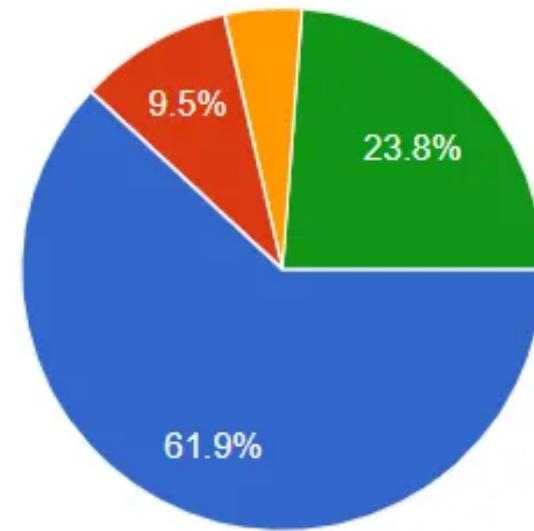
21 responses



- A website
- An App
- none of the above, I prefer instore

what do you like most about offline CLOTHES shopping system

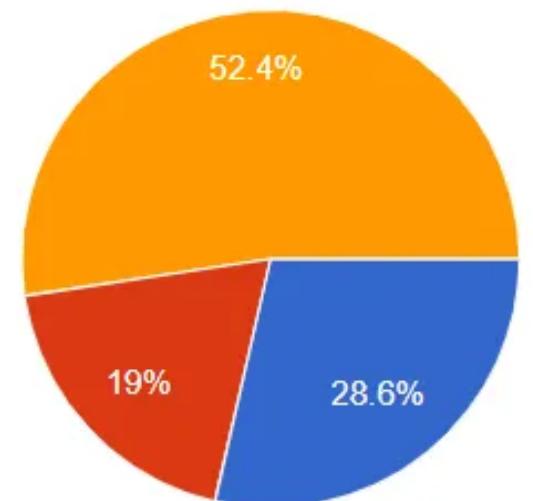
21 responses



- Clothes can be checked and tried
- Quick visit to store
- Recreational/ Shopping therapy
- Easy to chose

What do you prefer/use the MOST (by most means usually on daily basis) for shopping clothes?

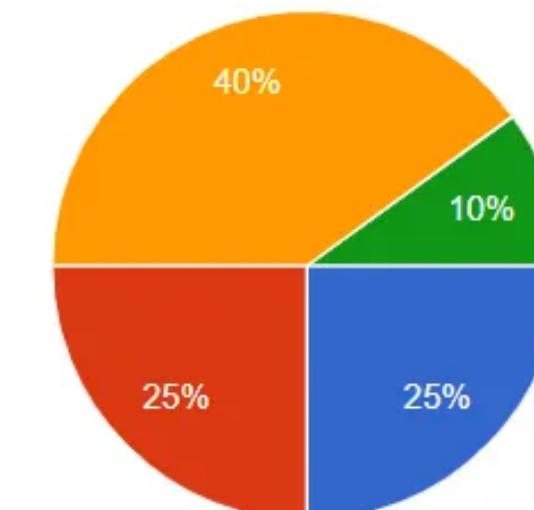
21 responses



- A website
- An App
- none of the above, I prefer instore

What do you like in an E-Commerce system you interact with

20 responses



- A custom filter option
- Wishlist
- Details and product description
- Product Tracking

Affinity Mapping based on Survey

We have categorized the challenges encountered by users and their corresponding needs to develop personas.

Needs

Neat Interface and proper grid system.
Organised Home page.
Proper arrangement of all the products with Suggestions according to type of clothes the user liked and bought.
Less number of clicks navigation flow.
Easy payment gateway and option.
Easy filter tab with simple navigation.
Proper products reviews and descriptions

Pain Points

- Lots of content on Home Page.
- No relevant suggestions and descriptions.
- Too many clicks to sign up and to order an item.
- Complicated payment gateway.
- Complex filter tab requiring too much clicks.