Report on experience testing

Friday, 04.10.2024

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The purpose of exploratory testing:

To test the website's functionality, identify potential defects that may negatively affect the user experience.

Testing description:

During the exploratory testing, we checked the main functions of the site, navigation, product search, reviews, and the ability to compare products. Attention was paid to the correctness of localization and the availability of all necessary interface elements.

Defects found:

1. **The "Reviews" button on the page of all products does not work -** the link does not follow.
2. **The "Write a review" button on the product page does not work** - the link does not follow.
3. **The unclear scenario of adding a product to the comparison -** it is unclear whether the product has been added to the comparison and where the comparison list is located.
4. **The comparison button is not labeled and has no hover tooltip.**
5. **There is no way to remove a product from the comparison list on the product page** - removal is possible only on the comparison page.
6. **Limit on the number of products for comparison** - you can add no more than 4 products.
7. **Inconvenient product filtering** - on the "Catalog All products / wholesale" page there is no filtering, which is available on the "Store In stock/retail" page.
8. **There is no link to the "Store In stock/retail" in the main menu** - there is only a link to the "Catalog All products / wholesale".
9. **Automatic language change to Russian when searching for a product.**
10. **Disappearance of the language switcher on the product search page.**
11. **No language switcher in the main menu on the "Contacts" page.**

12. **Problem with search localization** - in the Ukrainian version of the page, the search is performed in Russian.
13. **The H1 heading is absent on the Contact Us page.**

Conclusion:

The identified defects have a negative impact on the usability and functionality of the site, creating obstacles for users when searching for and comparing products, as well as leaving reviews. Broken buttons and lack of action indication (for example, when adding a product to a comparison) lead to a decrease in the usability of the site and can lead to a loss of customer loyalty and a decrease in conversion.

Problems with localization and inconsistent language switches negatively affect the user experience, especially for those who speak Ukrainian. This can reduce user engagement and lead to the loss of potential customers.

Also, the restriction on the number of products to compare and the lack of the ability to remove a product from the comparison list on the product page affect the basic comparison functionality, which can negatively affect the user's purchase decision.

Fixing these defects is necessary to provide a better user experience, improve website navigation, and increase conversions. In turn, this will help increase customer loyalty and the efficiency of using the site to search for and purchase goods.