**Hepsiburada.com General Analysis**

* Hepsiburada is one of the most popular e-commerce applications in turkey, with thousands of vendors and millions of items.
* Since there is a serious competitive market in this domain, customer experience about the application has a very critical importance. Because of that application must be tested in all phases in order to provide the most user-friendly application with minimum bug-leakage after testing process.
* **Test Case Preparation**; First thing first, for each functionality detailed test cases should be documented and stored to a centralized place. Google sheets or excel files etc. are not the best practice for that purpose. Professional tools should be used to handle this issue (Jira X-ray, Testrail, Xrail etc.)
* Then **automation** framework should be built and test scripts should be written with eligible test cases. Of course, all cases cannot be automated (i.e. design, font) but ideally most of the cases should be automated, 70-80 % of automation might be acceptable about this issue.
* **App performance**; especially during special dates (Valentine’s Day, Black Friday, Christmas, New Year etc.) application should be tested among load/stress/performance testing tools (i.e. Jmeter, Blazemeter, gtmetrix, google page Insights, pingdom etc.)
* **Design**; should be not only user-friendly, easy to use; but also alluring and give the impression of high quality. In order to test actual application with the design we can use some tools to compare them. “Pixelperfect” is one of these tools that can easily used when added to a browser.
* Testing scopes according to the priority:
  + **Checkout Flows** (both for guest and registered users); no one wants to lose money because of the technical gaps and bugs. Since monetization is the main purpose of these applications, payment flows should be secure against fraud actions, meanwhile shouldn’t disturb customers with too long and boring payment protocols.
  + **Login/Registration**
  + Custom lists and fields for each customer (wishlist, buy later, cart etc.)
  + **Stock and Inventory management**; if a product is actually out of stock but still seems available on FE, it will frustrate the customers who try to buy.
  + **Search function**; should be flawless and should bring most related results.