

Scope of testing

We have several areas for our attention, including the following:

- Registration to program
- Benefits of participation in the program
 - Free delivery (all weekends and weekdays from 10 to 16)
 - Special discount (for each category except alcohol and tobacco) + New BIO
 - Premium account (equal to or more than 2000 Czech crowns during the next 14 days)
 - Cashback for repeatable orders (for 3. and the next orders during one month equal to or more than 2000 Czech crowns)

By testing the specified loyalty program areas, we cover the following business and user stories:

Business Stories

1. Increase in average check
 - Incentivizing orders of 2000 crowns or more to get a premium account and cashback
 - Motivating customers to add more items to their cart to reach the free shipping threshold
- 2 . Increasing purchase frequency
 - Encouraging repeat orders through the cashback system
 - Incentivizing regular purchases to maintain premium status
3. Customer retention
 - Forming long-term relationships through the accumulative benefits of the program
 - Reducing customer churn through exclusive conditions for program members
4. Attracting new customers
 - Using the program's attractive terms and conditions to attract a new audience
 - Incentivizing recommendations through referral mechanics
5. Collecting customer data
 - Analyzing customer behavior to personalize offers
 - Using data to improve marketing strategies⁵
6. Increase sales in specific categories
 - Promote new BIO products through special discounts
 - Incentivizing sales in high-margin categories

User stories

1. Savings
 - Receive free shipping during certain hours and days of the week
 - Taking advantage of special discounts on different product categories
2. Convenience
 - Ability to order with free delivery on weekends and weekdays from 10 to 16
 - Simplification of the purchase process due to clear conditions of the loyalty programs

3. Personalization

- Receive special offers based on customer preferences
- Access to exclusive products and offers for program members

4. Loyalty Rewards

- Accumulate and redeem cashback for repeat orders
- Receive premium status when you reach a certain order amount

5. Improved shopping experience

- Increase shopping satisfaction through added value
- Building emotional attachment to the brand through a loyalty program

6. Motivation for larger purchases

- Striving to reach the threshold for free shipping or premium status
- Planning purchases to maximize benefits

By testing these areas, we balance business and customer benefits to drive loyalty, increase sales, and improve the overall brand experience.

Test cases:

TC01 Registration to the program (Positive)

Preconditions:

Active registration on Rohlik.cz

Steps:

Action:

Enter to rohlik.cz

Result:

Rohlik.cz is active and contains all mandatory elements

Action:

Click on the Login button (top right corner)

Result:

The login menu is visible

Action:

Fill in the correct login and password and then click to Login

Result:

Login is successful

Action:

Go to <https://www.rohlik.cz/rohlicek>

Result:

The web page is successfully loaded

Action:

Click on Be part of the Club

Result:

The menu is displayed

Action:

Fill in all mandatory data, at least one kid's data (name and date of birth), and confirm it

Result:

Registration is successful. The bear icon was added to the Profile image (top right corner)

Action:

Go to the Profile and open it

Result:

Profile details are opened

Action:

Check participation status in the Club

Result:

In the left menu above the user's name is the label Rohlicek

TC02 Free delivery (Positive)

Precondition:

Active registration on Rohlik.cz

Active membership in Rohlicek Club

The user is logged in successfully

The user doesn't have Premium

Steps:

Action:

Put some products in the cart for 500 Czech crowns or more

Result:

Shopping cart icon contains the number of items inside it

Action:

Click on the Shopping cart icon in the top right corner

Result:

Drawer shopping card opens and contains putted products

Action:

Click on Continue in the checkout

Result:

Summary of order is opened

Action:

Click on the Continue button (cartReviewContinueBtn) in the bottom of the page

Result:

Filling address menu is opened

Action:

Fill in your target address and save it

Result:

Filling contacts menu is opened

Action:

Fill in the name and contact phone number and save it

Result:

Choosing the package menu opens

Action:

Choose a package

Result:

Choosing the time of a delivery menu is active

Action:

Check if the time between 10:00 and 16:00 delivery is for free

Result:

Payment for delivery without a certain 15-minute period is free

Action:

Choose 11:00-12:00 and confirm it

Result:

The total amount includes free delivery.