Project no	12
Roll No	1554
title	Story Board Customer Journey and Test cases
Objective	Story Board Customer Journey and Test cases

# **TEST CASE TEMPLATE**

Project Name	E-Commerce Test Suite
Priority	High
Description	Test cases for e-commerce functionality including login, search, cart, and checkout.
Test Objective	Verify core user workflows (login, product search, cart management, checkout).

Test Case Author	Shubham Shrivastav
Test Case Reviewer	
Test Case Version	1.0
Test Execution Date	April 23, 2025

Test Case ID	Test Steps	Input Data	Expected Results	Actual Results	Test Environment	Execution Status	Bug Severity	Bug Priority	Notes	
TC_001	2. Click 'Login'. 3. Enter	user1@ex ample.com	Username: user1@ex ample.com Password: Password @123	User logged in; redirected with 'Welcome, User1' message.	As expected.	Pass	High	High	Login functionality stable.	
TC_002	<ol> <li>Navigate to search.</li> <li>Enter query.</li> <li>Click 'Search'</li> </ol>	Query: Wir eless	Thumbnail s not loading.	Firefox 122.0, Windows 11	Fail	Medium	High	N/A	Bug #BUG- 125 (thumbnail issue)	
TC_003	1. Select product. 2. Click 'Add to Cart'. 3. View cart.	Product: W ireless Headphon es Model Y	Product added with correct price/quant ity in cart.	As expected.	Firefox 122.0, Windows 11	Pass	N/A	N/A	Cart updates correctly.	
TC_004	1. Go to cart. 2. Click 'Checkout'. 3. Enter details. 4. Place	Payment:	Order confirmatio n page with ID and summary.	ı ⊢rr∩r	Firefox Playment Gate Windows 11	<del>Y</del> aiy	High —	Critical	Bug #BUG- 126 (payment gateway failure).	

order.	CVV 456				

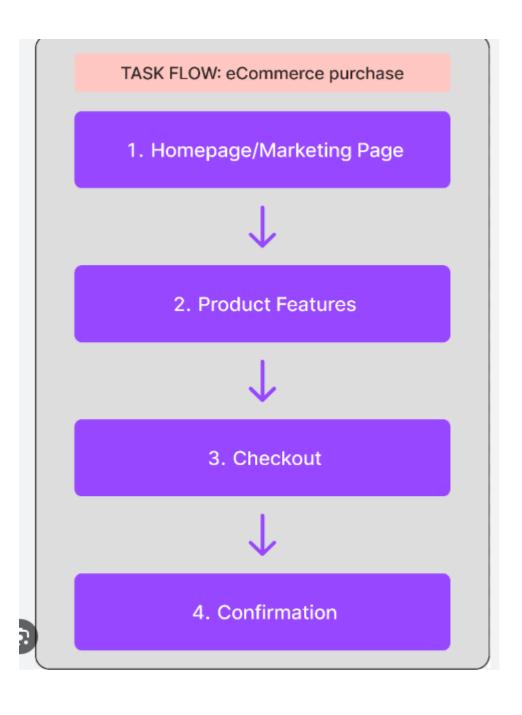
#### **DISCLAIMER**

Any content, including articles, templates, or information, provided by Katalon on this website is intended for reference purposes only. While we make every effort to ensure that the information is current and accurate, we do not provide any representations or warranties of any kind, whether express or implied, regarding the completeness, accuracy, reliability, suitability, or availability of the content, articles, templates, or related graphics on the website.

Your reliance on any information provided on this website is entirely at your own risk. We shall not be held liable for any losses, damages, or consequences arising from your use of or reliance on the information presented on this website.

We recommend that you independently verify and cross-reference any information obtained from this website before making any decisions or taking any actions based on it.

Please be aware that the content on this website is subject to change without notice, and we do not guarantee the accuracy of information that may have changed since the time of publication.



## Story Board



User watches the commercial.



2. Downloads the App.



Places a food order.



4. Gets real time updates on the app.



5. Drives to pickup the order.



6. Takes a survey on the app.



7. On completing the survey.



8. Feedback and satisfaction.

## Welcome to the Product



VO: Welcome to Fast Food! An app that allows you to order your favorite food.

## Sign up for an Account



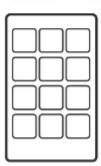
VO: Start by creating an account. You can sign up through Google, Facebook or email-ID.

#### Add Your Personal Details



VO: Enter your personal details for personalized food suggestions and alerts

#### **Use the Product**



VO: Search for a particular restaurant or a particular dish.

#### Benefit from the Product



VO: Your food options will appear on your screen, ready to order.

#### **Customer Journey Map**

#### [Confidential] Customer Journey Map

#### Savvy Samantha

Age 34 Husband and three children Primarily an online shopper Household income: \$85,000



#### Post purchase Loyalty and Awareness Consideration Purchase **Fulfillment** experience Browsing the website, checking reviews, exploring product pages, comparing options, engaging in live chats or Q&A. Adding items to the cart, applying discounts, completing the checkout process, choosing shipping/pickup options. Social media ads, email campaigns, SEO, influencer marketing, online reviews, Google ads. Receiving the product via shipping or using Buy Online, Pick-Up In Store (BOPIS). Order confirmation, shipment Loyalty programs, pracking, follow-up emails, surveys, requesting support if needed. Loyalty programs, retargeting ads, review requests, referral programs. Online Purchasing at the register, exploring add-on products, checking out with a cashier or using self-checkout. Customer service, after-sales support, loyalty program engagement, returning/exchanging items. Personal recommendations from in-store staff, exclusive in-store promotions, event Storefront displays, billboards, Visiting the store, speaking Instant gratification with with sales associates, viewing product demonstrations, attending events or in-store promotions. print ads, community events, word of mouth. immediate product access, receiving personalized Physical packaging, or arranging delivery. invites. (1) 0 "I loved how I could track my delivery every step of the way. I knew exactly when it would arrive, so I could plan ahead." 0 Facebook advertisement. It made me want to learn more about their products." "They sent me an email asking for feedback and even included a small discount on my next purchase. It made me feel like they actually value my opinion." Emotions Œ "I wish their site had better filtering options. It took me forever to find the product that met all my requirements." I had to call customer support." "I've shopped with them for years, but I rarely get personalized offers or recognition. It feels like they treat everyone the same, even loyal customers like me." Touchpoints $\bowtie$

# **Customer journey map**

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUISTONES ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chathot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant	Curlous, excited	Excited	Frustrated	Satisfied, excited
876	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
805NESS 60ALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(E) INVOLVER	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

ON TOWNS ASSESSMENT TO



# **TEST CASE TEMPLATE**

Project Name	E-Commerce Platform – Cart Module
Priority	High
Description	Test the core functionality of adding a product to the cart
Test Objective	To verify that users can successfully add items to the cart and view correct details

Test Case Author	
Test Case Reviewer	
Test Case Version	1.0
Test Execution Date	2025-0

Test Case ID	Test Steps	Input Data	Expected Results	Actual Results	Test Environment	Execution Status	Bug Severity	Bug Prior
TC-CART- 001	Go to product page → Select options → Click "Add to Cart"	Product ID, Size, Color	Product added to cart, confirmatio n displayed, cart icon updates with correct count	As expected	Chrome v123, Staging Env	Pass	High	High
TC-CART- 002	Add multiple items, then view cart	Multiple products	All selected items appear with correct details and subtotal	As expected	Firefox, Mobile Simulator	Pass	Medium	High
TC-CART- 003	Add item → Remove item from cart	Product ID	Item removed, cart count updated	As expected	Safari, iOS	Pass	Low	Medium