

Specify Business Problem

1.1 Introduction

The purpose of this project report is to provide a comprehensive overview of the testing activities conducted for an e-commerce website. The testing activities were carried out to ensure that the website functions as expected, meets the requirements, and delivers a high-quality user experience.

1.2 Business Challenge

The primary challenge is to enhance the services provided to end users, allowing them to search for items and make orders according to their wish list.

1.3 Objective

The primary objectives of the e-commerce website testing were as follows:

- Verify the functionality of the website, including product browsing, product search.
- Validate the website's compatibility with different browsers, devices, and operating systems.
- Verify the website's usability, including ease of navigation, user-friendly interface, and error messages.
- Verify the website's adherence to relevant industry standards, guidelines, and best practices.

1.4 Key Aspects

➤ Search Result Relevance:

The existing search functionality may face challenges in delivering highly relevant results. Users expect accurate and contextually relevant search outcomes based on their queries.

➤ User Interface Design for Order Placement:

The process of placing orders, particularly converting wish-listed items into orders, may lack an intuitive and user-friendly interface. The business problem involves refining the design to make the order placement process more seamless.

➤ Personalization and Adaptability:

Users have diverse preferences in how they search for items. The platform needs to be adaptable and provide personalized recommendations, addressing the challenge of catering to individual user needs.

➤ Efficiency in Wish-List Conversion:

Converting wish-listed items into orders should be an efficient process. Any friction or complexity in this transition represents a business problem that may impact user satisfaction and conversion rates.

➤ Performance and Responsiveness:

The search system and order placement functionalities should be responsive, with minimal latency. Performance issues could hinder the overall user experience and need to be addressed to meet user expectations.

➤ Clear Navigation and Visibility:

Users should easily navigate through the platform and find the desired functionalities without confusion. Improving the clarity of navigation and enhancing the visibility of key services is part of addressing the business problem.