Bogner's User AcceptanceTests– Case Study

Testing-as-a-Service: How Bogner permanently ensures the quality of its online shop and optimises the customer experience

Willy BOGNER GmbH, based in Munich, is an internationally successful lifestyle company and leading supplier of luxury sports fashion. The company is represented in over 50 countries with the brands BOGNER (Ready to Wear, Active Sports, Kids) and FIRE+ICE as well as licences and has been in existence since 1932.

BOGNER also wants to make its own products accessible to its customers around the world. This requires user-friendliness and constant functionality of the webshop, which is why many functions in the front-end have to be continuously tested through User Acceptance Tests (UAT). The extensive process, however, exhausts all time and personnel capacities in the BOGNER Digital team, which is responsible for the online shop. Therefore, the company invests in solutions and services that automate the testing process.

About the company

Bogner is an internationally active fashion company and one of the pioneers of luxury sportswear brands.

Number of Employees

630

Industry

Fashion Industry

testup.io was used for

User Acceptanz Tests with Testing as a Service

Impact

Shift resources away from manual testing towards further development of the webshop

The Challange:

Manual testing: a very time-consuming process

The fast pace of the fashion industry poses some challenges for BOGNER, especially in the digital space. As more and more customers decide to buy products online, BOGNER wants to ensure a first-class digital shopping experience at all times. The continuous provision of a user-friendly and functional online shop is particularly important to the company. Therefore, it is crucial that the digital team at BOGNER continuously checks whether everything is working as planned in the front end of the online shop and whether the customers' requirements are being met. For this purpose, BOGNER uses user acceptance tests (UATs), which automatically check all functions such as the product landing pages, the registration function for the newsletter, wish lists, voucher codes, the account and the checkout process as well as the visual appearance of the online shop from the perspective of the users or customers.

Until recently, the UATs were carried out manually by the digital team, which was extremely time-consuming. The list of functions to be tested is very extensive and the team had to check them for errors in a total of ten different country shops and ensure the correct display on a large number of end devices. The entire testing process thus developed into a time-consuming process that required enormous time capacities in the team. In addition, errors that appeared during the manual execution of the UATs were often no longer reproducible afterwards. This made it difficult to report the problem to the development team and thus also affected the quality of the online shop. In order to relieve employees in the digital team in the long term and to raise quality management to the next level, BOGNER finally decided to automate the user acceptance tests and partially outsource them to a testing-as-a-service provider.

The Solution:

Optimise quality management and customer experience with user acceptance tests as part of Testing as a Service

The recommendation for the testing-as-a-service provider testup.io came from a project manager at BOGNER. After an initial meeting, it was clear to the decision-makers at the fashion company that te-stup.io fulfilled all the requirements for a successful collaboration in terms of transparency and communication.

In order to subsequently hand over the test procedure for the acceptance tests to testup.io, Helena Müller, Online Shop Content Manager at BOGNER, first developed a test strategy with the required tests and the desired execution frequency. Based on this, testup.io took over the initial set-up of the automated UATs. These are now executed and evaluated by the service provider once a day and on different instances. "Although I receive a report with the results after each execution of the tests, I don't have to check them all immediately. Instead, I receive notifications from testup.io about validated errors and can immediately and efficiently pass them on to our development team for remediation," says Helena Müller. The option to determine in advance at which point the tests are carried out also opens up new possibilities for the team to optimise the digital customer experience at BOGNER. For example, the first tests can be carried out before peak consumption times, so that possible errors are reported directly at the start of working hours.

The Impact:

Visual test automation supports documentation and communication

Focus on value-adding and strategic tasks

A key advantage of working with testup.io is the use of a visual no-code test automation tool. "The visual tool is not only incredibly helpful for documentation, but it also helps us to keep track of everything," explains Müller. Testup.io records all tests using video reports and then sends them to the responsible employees. If errors occur, the digital team is able to reproduce them quickly and easily and check them again manually. "The reports offer the optimal opportunity for comparison in order to precisely localise problems and also to be able to narrow down the time period in which the error occurred," says Müller. Once the errors have been confirmed, they can be immediately and comprehensibly passed on to the development team. In addition to the video reports, the team also receives daily e-mail reports. Using the traffic light method, it is also possible to determine in a few seconds which tests have run normally and which have not. The visual automation tool from testup.io thus makes the entire testing process more transparent and thus also improves communication between the digital team and the developers responsible.

The decision to outsource user acceptance tests and a TaaS provider is seen as extremely positive by the entire digital team. "Since Testing-as-a-Service reduces the time spent on manual testing, we can finally focus more on other important tasks, such as the further development of our online shop," says Müller.

Based on these positive experiences, BOGNER can imagine using test automation and testing-as-a-service in other areas as well. The driving force behind these ideas are the employees themselves: "Many colleagues from other departments are showing great interest in the possible uses of test automation and testing-as-a-service, because they have noticed how much it enriches and relieves our digital team," Müller explains. With automation, the digital team at BOGNER sees itself better equipped to compete globally against the fast pace of e-commerce.