

# Havaianas and CTG: Comprehensive User Acceptance Testing for an E-Commerce Website

## Our Client

Founded in 1907 in Brazil, Alpargatas is a global company made up several retail brands including Havaianas, Osklen, Mizuno, Dupe, Topper, and Megga.

## Challenges and Objectives

Alpargatas was preparing to launch a redesigned e-commerce site for their subsidiary, Havaianas, with the goal to provide an enhanced user experience and increase the site's revenue.

## The CTG Solution

StarDust CTG Group (CTG) helped Alpargatas plan and execute a multi-faceted User Acceptance Testing campaign to validate all functions within the new site and performance across a variety of configurations representing Havaianas' mobile-first customer base. To plan and execute the User Acceptance Testing campaign, we worked directly with the client to create a thorough test script, analyzing the site and its functions in order to design the test cases. Additionally, we used professional Spanish testers from our We Are Testers™ platform, a global community of testers,

to validate the Spanish version of Havaianas' new site.

Our team leveraged an optimal blend of scenario-based and exploratory test cases in order to maximize the quality of test results necessary to help the client confidently launch their new site. Our testing strategy incorporated the following:

- **Scenario-Based Methodology (30 Test Cases and 443 Test Steps):** Designed test cases to meet Alpargatas' need to evaluate key funnels and paths in a thorough and calculated manner. In turn, this allowed our testers to execute the test cases more efficiently and effectively to uncover bugs that could derail key funnels and ruin the user experience.
- **Exploratory Methodology:** Rapidly detected bugs by evaluating the content, graphics, navigation, and other elements that contributed to the site's user experience.
- **Post-Correction Testing:** Worked with the test cycle to validate bug fixes, particularly across impacted configurations, and verified the absence of any regressions caused by the post-test corrections.

*"I can recommend CTG because they did exactly what we hired them to do; help us plan and execute a high-quality and rigorous UAT campaign for our new e-commerce site. For companies like ours that may be under the constraint of tighter budgets or have less internal QA expertise or experience, CTG is the right partner to have."*

— Adrien Sebban, EMEA E-Business IT Executive at Alpargatas

## Results

The rigorous UAT campaign our team conducted resulted in the discovery of 115 bugs, ranging in type and severity, within several different areas of the client's site. The resources and tools we provided streamlined the post-test phases of the project. For example, BugTrapp™, our proprietary tool for tracking and managing bugs, aligned seamlessly to the client's project management system, making it possible to automatically export bugs tickets to the client's integrator (OSF). The email notifications that the system provided to the client gave them real-time updates on the test campaign. The level of details within the bug tickets, along with the screenshots and videos our tool provided, allowed the client to review tickets and quickly understand the nature of the bug and how to reproduce it.



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