



UN GUESS

BE SMART FROM THE START

Canali & UNGUESS
Building eCommerce Excellence
through Crowdtesting

Lorenzo Fanetti

Head of Sales & Digital Quality Consultant at UNGUESS

| *Today's agenda*

01 *Who am I
and why I'm here*

02 *How we are building e-commerce excellence with Canali*

03 *The problems
we usually solve
(and how we solve them)*

04 *The Conversion Rate
Obsession*

05 *Luxury Brand
Challenge*

06 *Q&A*

***Who am I
and why I'm here***

**Nice to
meet you!**

Lorenzo Fanetti

Sales Director

Digital Quality Consultant

UNGUESS

 [linkedin.com/in/lorenzofanetti](https://www.linkedin.com/in/lorenzofanetti)

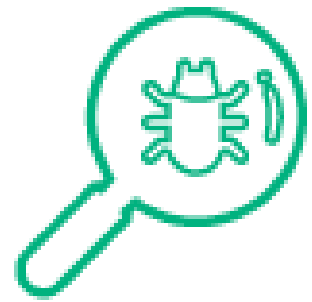


lorenzo.fanetti@unguess.io



***How we are
building e-
commerce
excellence with
Canali***

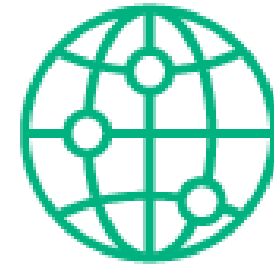
Tests Overview



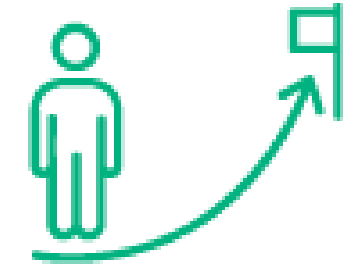
Bug Hunting



Usability Testing



Worldwide
Testing
Campaigns



End-to-end
testing

750+

Functional Bugs

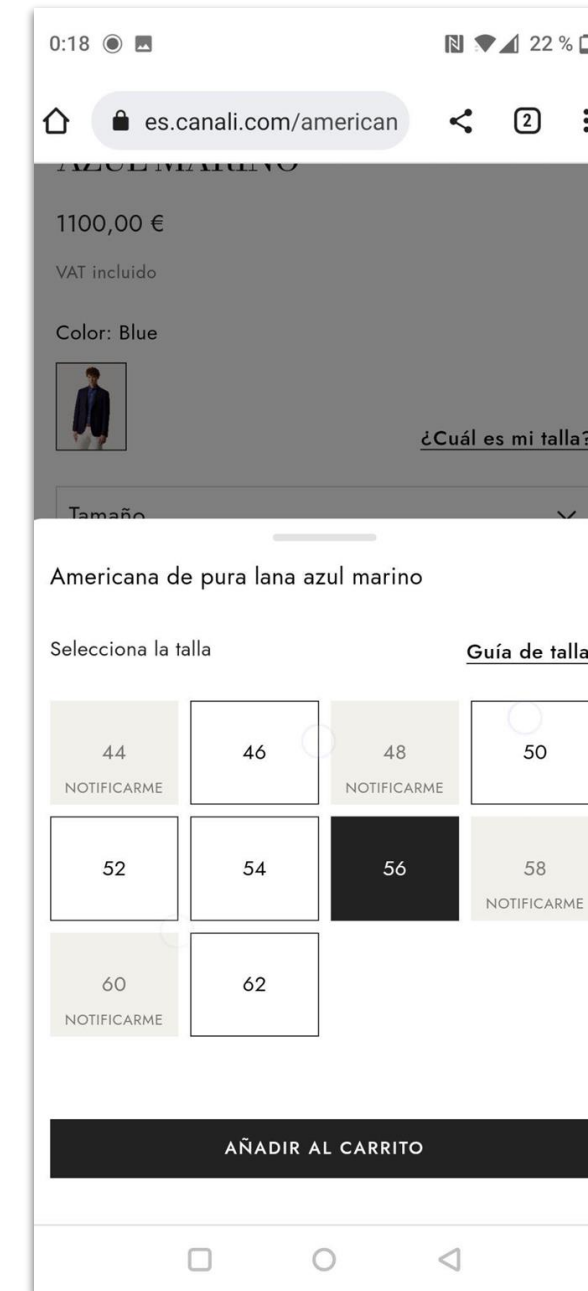
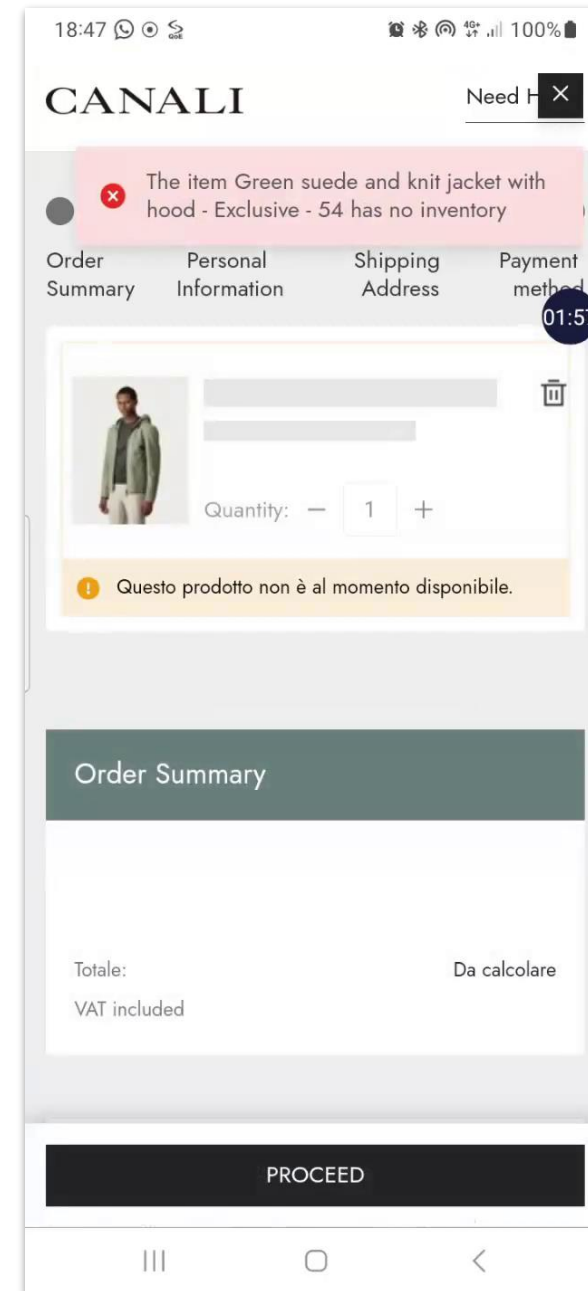
150+

User Frictions

Functional Bug

What is it?

“
Every time you go back
from PayPal without
completing
the payment, the item in the
cart becomes "out of stock"”



“
When I select size
of one product,
i can't come back to the page
of the product unless you swipe
that screen down”

User Friction

What is it?



“

No UI elements show the applied filter when filter lists are closed It's very difficult for Users to understand which filter he applied as the UI doesn't show any clue when filter list are closed

Unboxing Experience

**Testing User
and Customer
Experience
from end to end...**

...and beyond



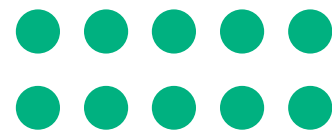
The cost of a bug

1\$



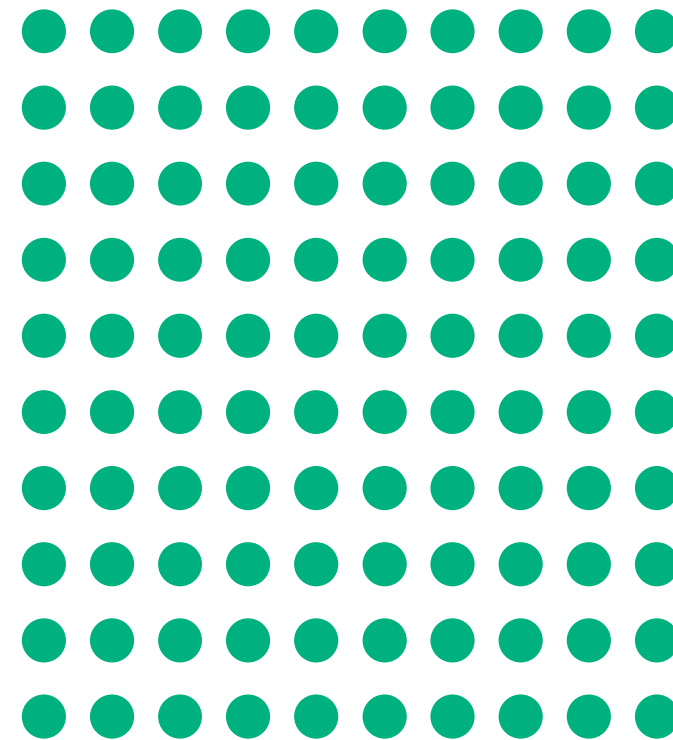
The average cost for a bug fixed *during design phase*

10\$



The average cost for a bug fixed *during implementation phase*

100\$



The average cost for a bug fixed *after launch*

x 750+

Multiply that for the number of bugs found on Canali e-commerce and you'll have a vague idea of the value of our functional testing activities

Source: [AFK Partners](#)

***The problems we
usually solve
(and how we solve them)***

The Problem **we solve**

BUGS

**are one of the biggest
conversion rate killer**

CYBERSECURITY

**guarantees the safety of your brand
and services**

USABILITY

**is the key for brand success &
revenue growth**

22%

**businesses
are happy
with their
conversion**

SOURCE
Econsultancy

84%

**users won't
try
a failing app
if it fails just
once**

SOURCE
Techcrunch

72%

**switch to the
competitor
in case of
bad
experience**

SOURCE
Stardust

70%

**of online
shoppers
abandon their
shopping
carts**

SOURCE
Baymard

+6\$

**trillion damage
from
cyber attacks
suffered by
corporations**

SOURCE
Clusit

+10%

**cyberattacks
made to big
companies
in the last year**

SOURCE
CLUSIT 2022

The solution *Crowdtesting*

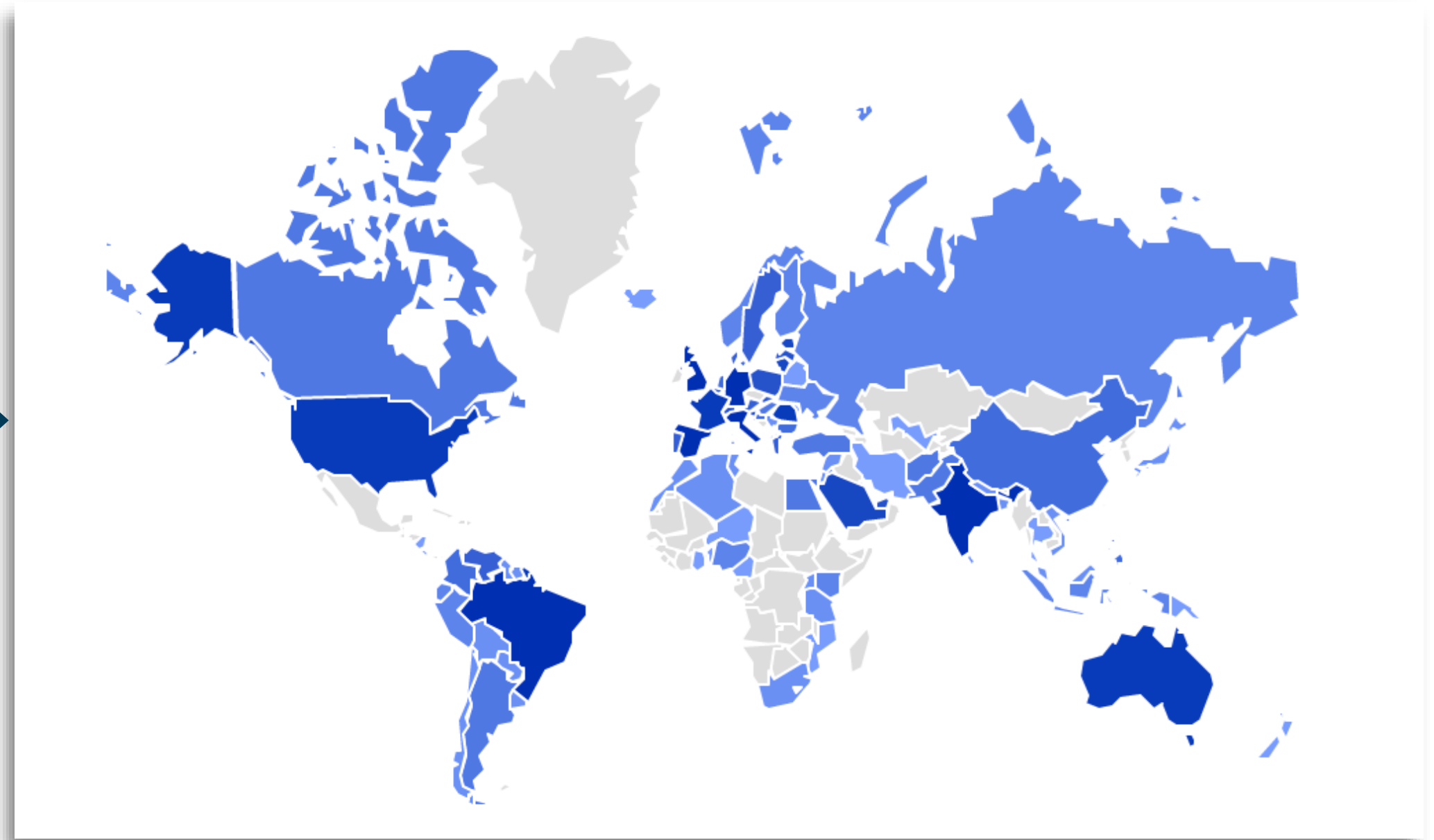
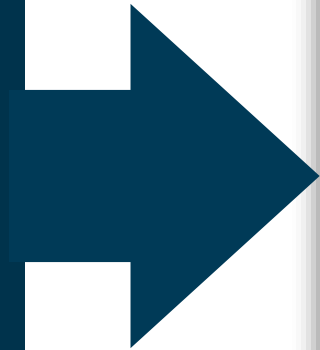
*The power of our **global community** of real humans to improve the **quality, experience** and **security** of any digital products and solutions.
Fast and any time needed.*

Our Crowd:
*highly vetted humans
available on speed*

+50k

Daily engaged testers

(and counting!)



+ Dedicated recruiting system

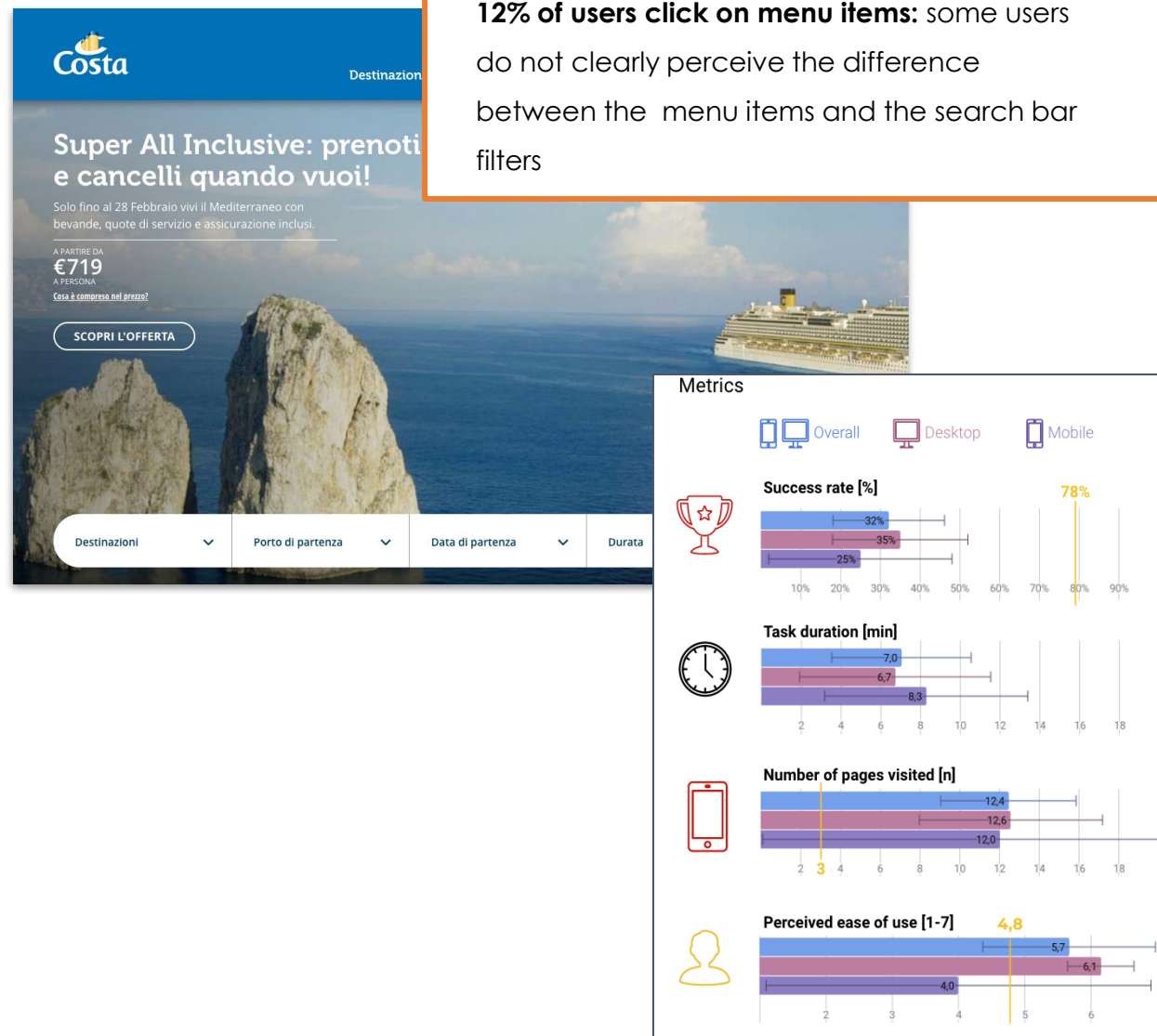
The Conversion Rate Obsession

The Successful Story of Costa Crociere

Task 1: Find information about a specific cruise

83% of users use the search bar

12% of users click on menu items: some users do not clearly perceive the difference between the menu items and the search bar filters



↑ **25% increase in eCommerce CR**

Objectives: Costa aimed at increasing the eCommerce Conversion Rate, optimise the booking funnel & and improve UX

How we did it: UX Optimization & Bug Hunting with crowdtesting

«Thanks to the UNGUESS methodology, our eCommerce Conversion Rate had a never-seen-before boost».
Francesco Fiaschi - Digital Customer Experience Manager



22 hours of videos analyzed by our UX researchers

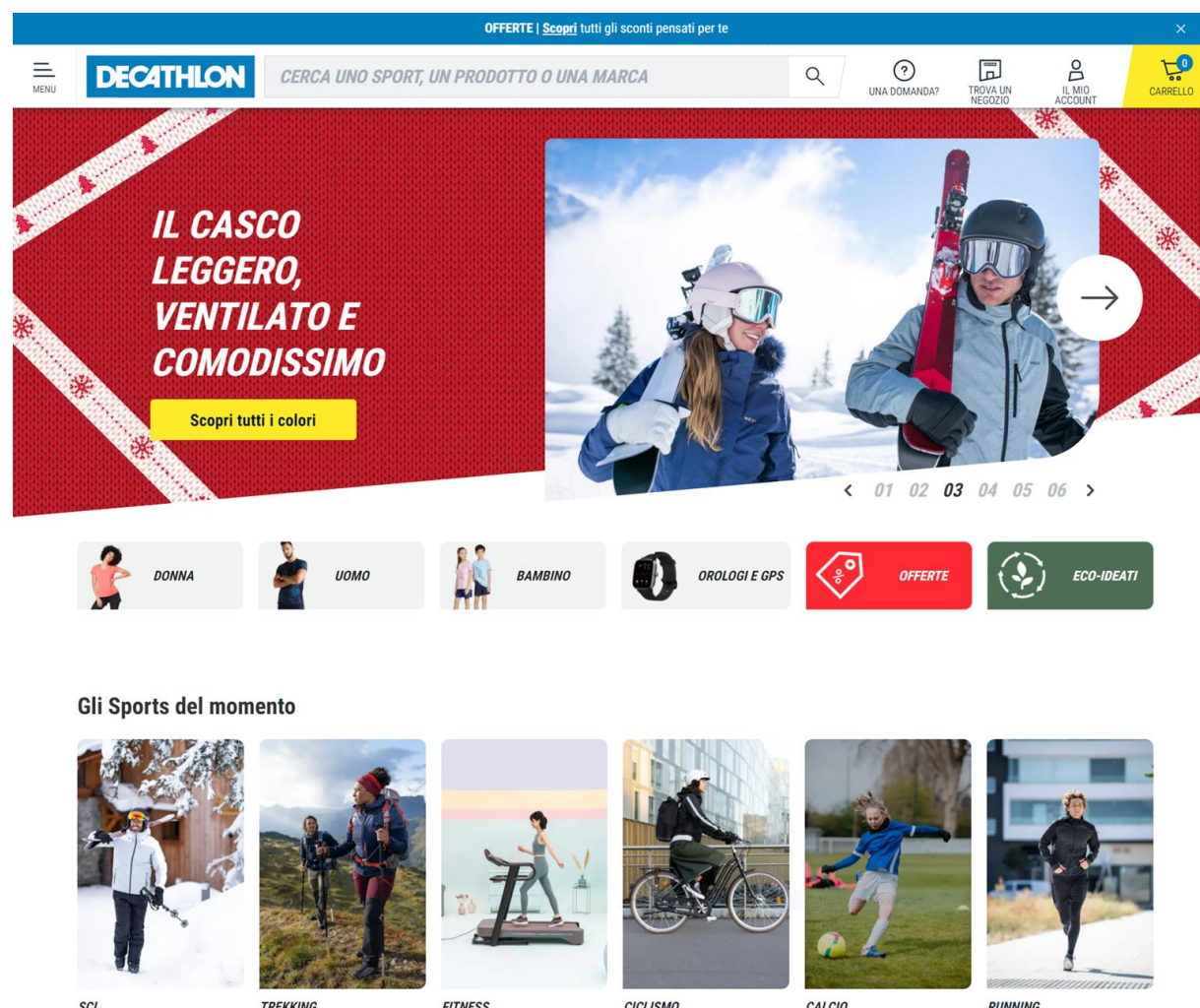


immediate boost on Conversion Rate



a UX+QA campaign

The Successful Story of Decathlon



↑ **+14% conversion rate on Login page**

Objectives: Understanding how **the experience of browsing the catalogue** on the website is perceived by the real user

Methodology: UX Optimization with crowdtesting

«The collaboration with UNGUESS allowed us to observe Decathlon.it through a new external, concrete and vertical point of view. The insights generated gave rise to new priorities within the continuous optimisation process»

GABRIELE MOTTA - UX Leader @Decathlon



thinking aloud method



error detection



selected users

The Luxury Brand Challenge

Every website has its bugs.

*Will you find them before
your customers do?*

Functional challenge

The testing campaign



8 luxury and fashion brands

We looked into 8 of the most famous and relevant fashion brands in the world



Different devices

Test were conduct both from desktop and mobile



40 testers involved

We involved 40 testers from our crowd, with different characteristics



First results in 24 hours

Testers were rapidly activated and answered quickly, with the first results ready in 1 day

UNGUESS CHALLENGE
Luxury eCommerce: are big brands websites bug-free?

8 Luxury Brand Bug Hunting

Expensive testing Completed

Duration test 05/10 - 05/11/2023

Devices Smartphone

View all the bugs

PERSONALITÀ APPROFONDIRECI Distribuzione bug unici

We are used to associating luxury brands with the concepts of elegance, quality, perfection... Concepts that we find in their boutiques all over the world. But what happens when we talk about virtual shops?

40 INVOLVED TESTERS

8 LUXURY BRANDS

DEVICE DESKTOP & MOBILE

24h FIRST RESULTS IN 24h

RESULTS

100% of brands presents high severity bugs

142 bugs found

40% high or critical bugs severity

[link to download](#)

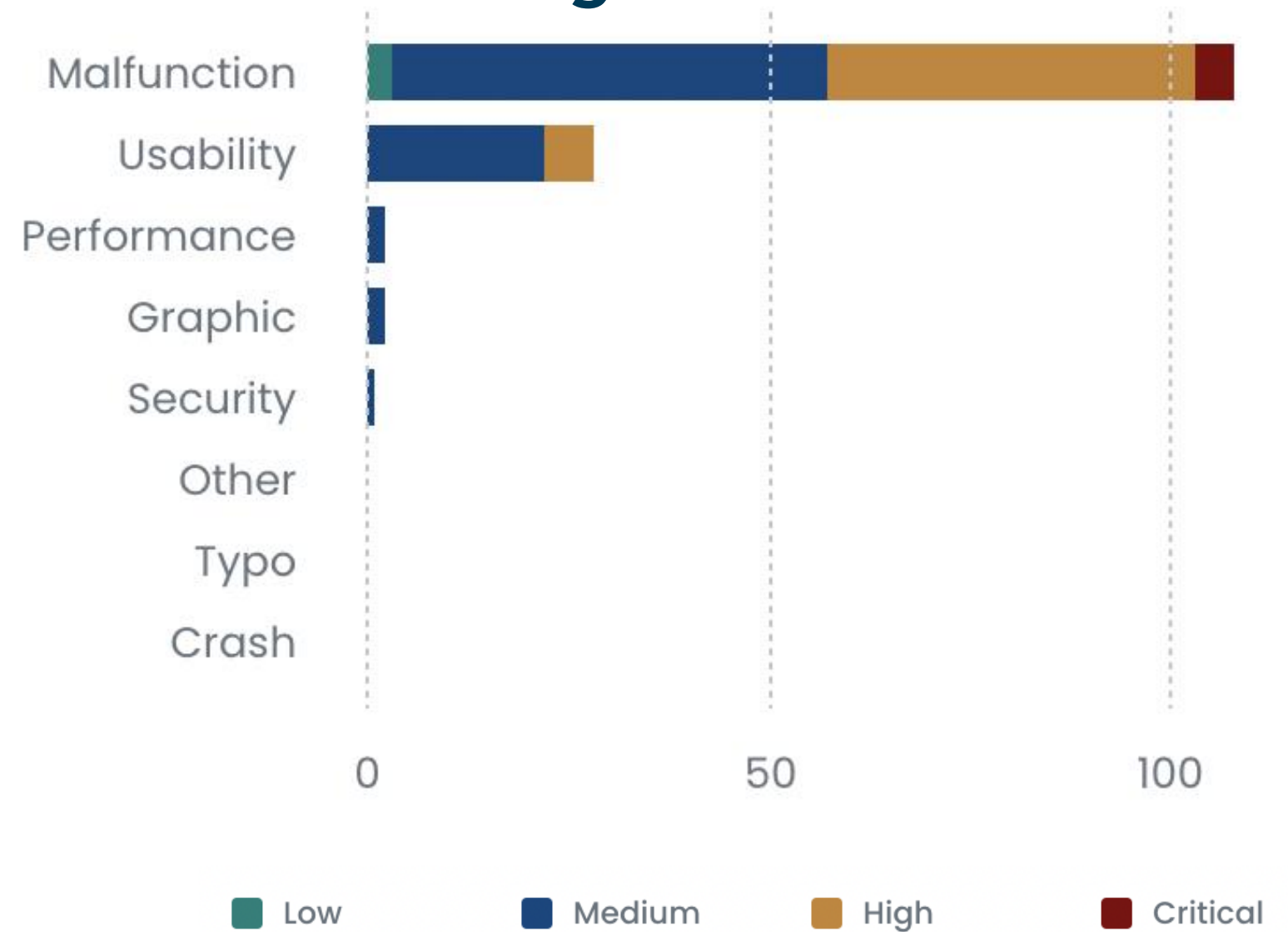
Functional challenge Results



PC

Smartphone

**142 bugs - 57 with severity
High or Critical**



Low

Medium

High

Critical

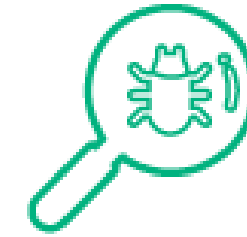
Functional challenge

Filters

Every brand has malfunctions

Colore

- | | |
|---|-----------------------------------|
| <input checked="" type="checkbox"/> Tutti | <input type="checkbox"/> Bordeaux |
| <input type="checkbox"/> Arancione | <input type="checkbox"/> Grigio |
| <input type="checkbox"/> Blu | <input type="checkbox"/> Marrone |
| <input type="checkbox"/> Rosso | <input type="checkbox"/> Nero |
| <input type="checkbox"/> Giallo | <input type="checkbox"/> Oro |



"The CTA of the filters is absent or does not work"

"Color filter gives inconsistent results"

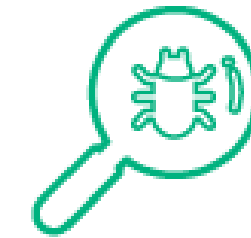
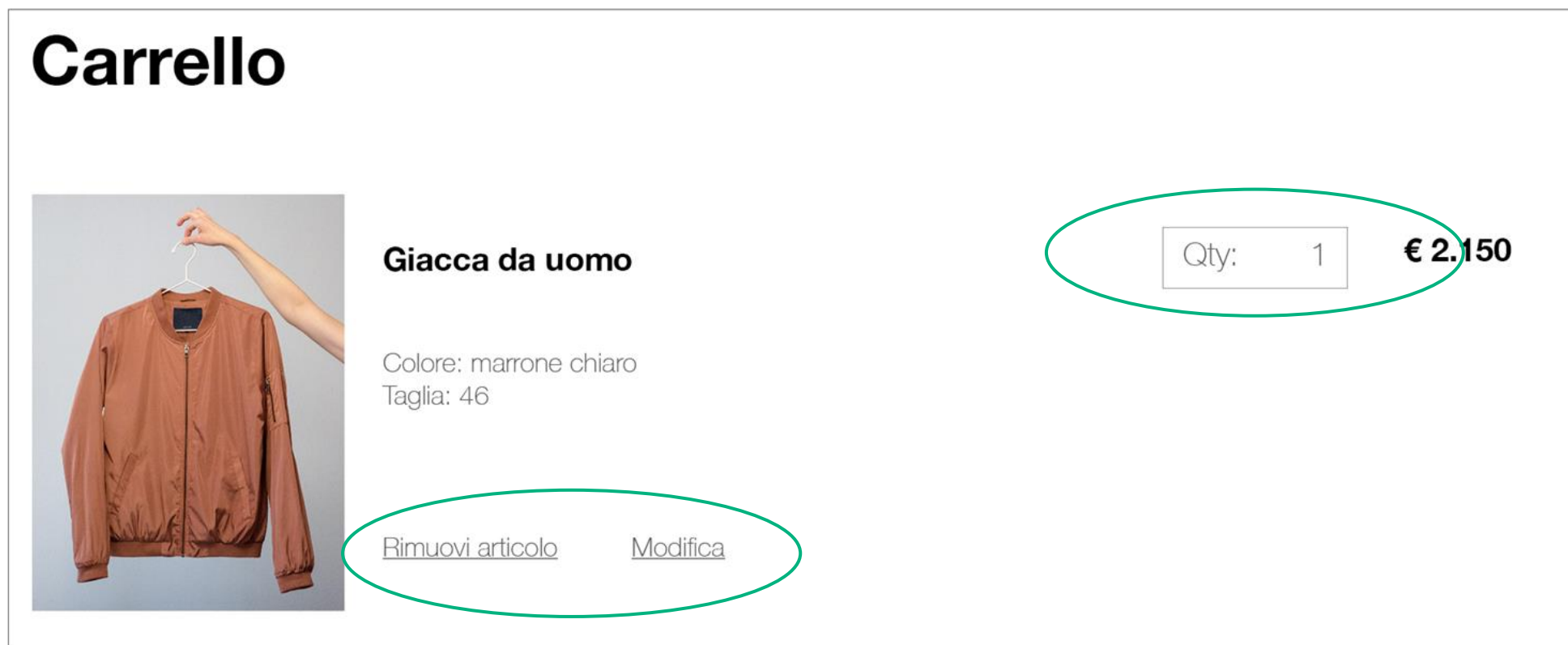
"The size filter does not offer correct results"

"Products are not filtered and sorted correctly"

Functional challenge

Cart Management

6 out of 8 brands have malfunctions



"Cannot change product quantity"

"I can't remove a product from the cart"

"Error message that appears after adding 2 products to the cart"

"Cannot add multiple quantities of the same product"

"The product in the cart disappears if I try to change the format"

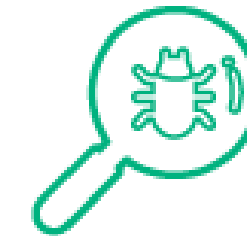
"The availability of a product is only shown to me in the cart"

"It is unclear whether VAT is included in the total or not"

Functional challenge

Checkout

Every brand has malfunctions



"Shipping cost changes when changing size, while shipping should be always free"

"Cart becomes empty after canceling payment with AliPay or Paypal"

"The checkout page is empty after clicking on 'Edit' and then on 'Pick up in Boutique"

"Impossible to proceed with the quick purchase with GooglePay"

"It is not clear whether taxes have already been included in the total or not"

Riepilogo ordine

Vedi prodotti	>
Subtotale	7.950€
Spedizione	0€
Tasse	1.434€
Totale	7.950€

Q&A