Functional & Usability Testing for a SaaS-based Loyalty Program

CONTATA

OVERVIEW

A Minnesota-based company, the client is an end-to-end loyalty solution provider to retail outlets and restaurants. The company manages loyalty programs for both national and international clients across various industries, including retail, restaurant, hotel, and convenience store marketplaces.

CHALLENGES

The client's QA testing requirements focused on developing a robust loyalty system for its merchants. Their existing setup had a variety of issues, including:

- Innate defects in Telerik MVC controls causing minor distortion in some of the screens
- Lots of rendering problems on IE 7

INDUSTRY
- Marketing

SERVICES
- Functional Testing
- Usability Testing
- API Testing

TECHNOLOGY
- Testlink
- Jira
- SOAP UI
- Fiddler
- Selenium IDE
- Webdriver

SOLUTION

Contata carried out end-to-end testing to help the client achieve its goals and better cater to their merchants. We did functional testing of every feature developed in their SaaS- based loyalty marketing program. We executed some test scenarios manually and automated repeatable regression scenarios. Risk-based testing was also done to meet tight delivery deadlines. Usability testing was another focus area of Contata where every screen in the application was tested with an end-user's perspective, ensuring that:

- Site load time is reasonable
- Adequate text-to-background contrast
- Font size/spacing is easy to read
- Main navigation is easily identifiable
- Links are consistent & easy to identify
- Site search is easy to access
- Styles & colors are consistent
- URLs are meaningful & user-friendly

We also QA tested the APIs exposed by the application through various HTTP methods, including:

- POST – Create object of given type
- GET – Get a list of objects of given type
- PUT – Update an object of given type
- DELETE – Delete all objects of given type / delete a specific object of given type

Additionally, following API objects of the application were tested:

- Member – Information related to a Loyalty Member
- Transaction – Transaction done by a Loyalty Member
- Rewards – Rewards available to a Loyalty Member for redemptions
- Promotions – Promotions sent to a Loyalty Member
- PointBalance – Point balance of a Loyalty Member

BENEFITS

- New enhancements enabled the client to offer a cost-effective and robust loyalty program solution to its merchants.
- Enabled merchants to engage their customers with a range of loyalty program services and manage them with ease and efficiency.
- Members could now track their benefits and earnings through a customer-friendly system.

About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.