

5 Key Steps to Black Friday Testing



Black Friday is fast approaching, and the stakes are high. You can't afford to lose sales over website or app failures.

How do you get started with testing your systems before this crucial week? CTG's testing experts share five key steps you can take right now:



Define Your Strategy

Your testing strategy should be solid before you're ready to use your systems. Functionality and load tests play critical roles in making sure your website or app runs smoothly. Before the holiday, focus your testing strategy on vital systems that will help bring in sales.

Focus on Customer Experience

To avoid bottlenecks or bugs that might prevent customers from buying, test your site's user path. Testing the UI from your user's point of view allows you to analyze and improve every step in the customer journey.



Evaluate Connectivity

How will your app react if there's a weak signal? Does a customer lose a full cart when they switch networks? These are critical questions when you're testing connectivity. Remember: Black Friday means a lot of increased traffic, so be prepared.

Don't Forget Mobile

Make sure your customers can shop on their phones just as easily as they can on their computers. Testing your mobile site or app for responsiveness under different configurations will ensure an optimal customer experience with your brand.



Review the Back End

Your website or app needs to function just as well behind the scenes as it does on the front end. Testing back-end systems (both isolated and integrated) will ensure that your business can communicate flawlessly under pressure.

Growing your sales during this time of the year is crucial to getting the most out of the holiday season—and testing can help you get there.



Reach out to our experts at CTG to get started.