



Kobiton

Mastering Mobile Retail: A Guide to Flawless App Testing

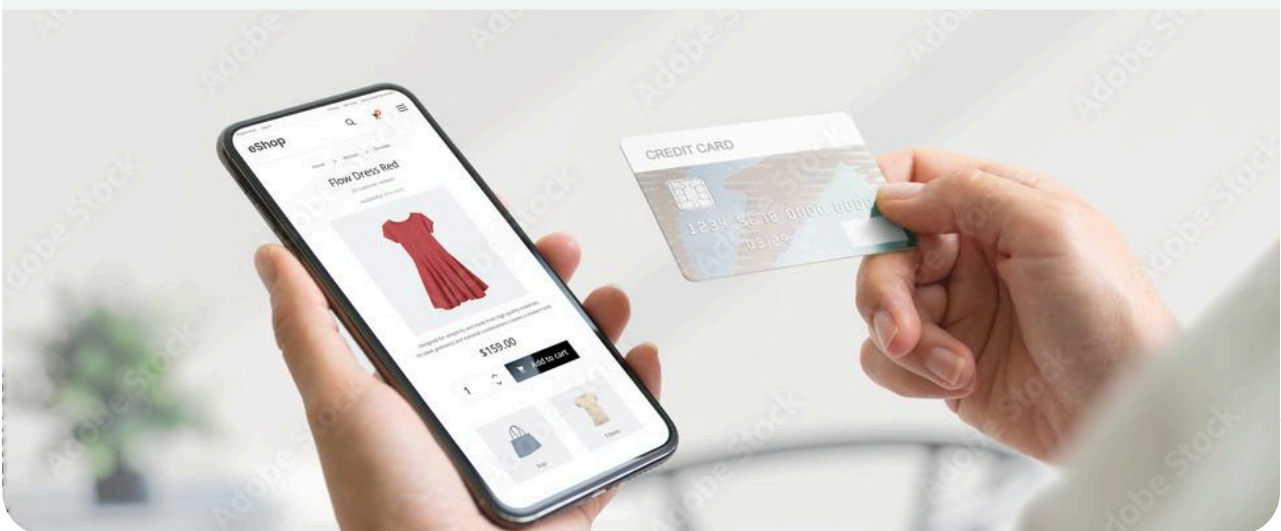


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91% of smartphone owners made at least one online purchase on their smartphones in 2023 and mobile commerce accounted for \$491 billion in sales. This number is expected to increase to a staggering \$856 billion by 2027, representing 62% of all retail sales.

This shift means that retailers must prioritize omnipresence and seamless mobile shopping experiences. From responsive websites to optimized apps, retailers have to meet the demands of a growing mobile-first audience as ensuring performance and usability across devices and platforms is essential for staying competitive in an increasingly mobile-driven market.

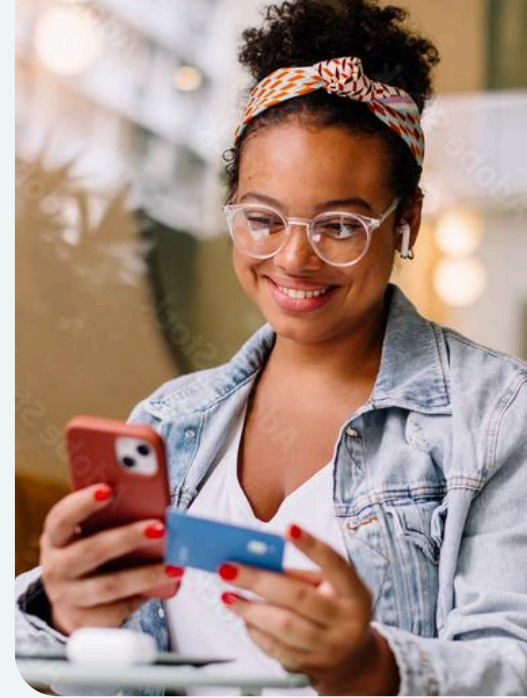
In this ebook, we'll explore the risks of inadequate mobile testing in retail, review best practices for testing retail mobile applications, and show you how Kobiton can serve as your ideal platform for retail mobile application development.



The Risks of Inadequate Mobile Testing in Retail

Customers expect seamless shopping experiences across multiple channels—whether it's mobile apps, websites, or in-store systems—maintaining an omnichannel approach is crucial— with mobile access of special importance.

Mobile applications and webpages that present on mobile offer a way for consumers to purchase products and services and to experience retail brands. Without thorough and robust mobile application testing – organizations risk reputational damage, customer churn, and ultimately loss of revenue.



Let's explore some key risks associated with insufficient mobile testing:



Lost Sales Due to Poor Performance

Customers expect fast and responsive apps, especially during peak sales periods or when application users suddenly spike like Black Friday or during a new product release. Without robust performance testing, apps may experience slow loading times or crashes, causing users to abandon their carts and results in lost sales.



Reputational Damage Due to Accessibility Challenges

Ensuring accessibility for all users is essential for inclusivity and compliance. Without proper accessibility testing, retail apps may fail to support users relying on assistive technologies, leading to customer churn and missed opportunities to capture market share.



Data Breaches Due to Security Vulnerabilities

Retail apps handle sensitive customer information, including payment details. Without rigorous security testing, and a platform capable of supporting access controls like biometric authentication, apps are vulnerable to data breaches, leading to significant financial losses, legal consequences, and damaged reputations.



Customer Churn Due to Inconsistent User Experiences

Customers expect a seamless shopping experience across devices and platforms. Without comprehensive functional and usability testing, retailers risk delivering inconsistent experiences, frustrating users and leading to decreased engagement and brand loyalty.



Broken Functionality After Updates

Updates should improve the app experience, not disrupt it. Without thorough regression testing, updates may introduce bugs, disrupt transactions, or cause crashes, driving customers away.

These risks can be mitigated or eliminated through robust and continued testing and development of the retail application.




Exploring Best Practices in Retail App Testing

With mobile commerce projected to reach \$60.8 billion in 2024 and expected to grow at a rate of 0.86% annually, scalability will continue to be a critical factor in mobile testing. Adherence to best practices in retail mobile app testing will ensure app performance in this and other evolving network conditions.

By implementing rigorous testing strategies based on best practices, retailers can maintain customer trust, ensure that their apps function reliably, and avoid costly performance issues like those associated with scalability.



Best practices every retailer should follow when testing:

Best Practice	Why it matter?	Do it with Kobiton
 Reliable Real-Device Testing	Testing on real devices is crucial for identifying issues that might not appear in emulators or simulators. It ensures your app performs as expected across the variety of devices your customers use.	Access a wide range of real devices through Kobiton's cloud, or set up custom device labs to test on the specific devices and OS combinations that matter most to your users. Enjoy a device-in-hand experience from any location, with low latency and stable connections.
 Flexible Deployment	Retailers need to securely manage customer data while having the flexibility to scale and adapt as their business grows.	Choose from on-premises, private cloud, or hybrid setups based on your needs. Run secure tests within your infrastructure, or leverage Kobiton's managed devices and cloud resources to ensure data privacy, compliance, and scalability.
 AI-Driven Automation	Automating tests without writing a line of code bridges the gap between manual and automated testing, speeding up the process and cutting costs.	Leverage AI-powered script generation and flexCorrect for self-healing scripts, enabling faster, more accurate testing—even for complex scenarios.



Performance Testing

Your app needs to perform reliably during high-traffic periods like sales events. Performance issues can lead to poor customer experiences and lost sales.

Simulate heavy traffic and network conditions on real devices to test your app's performance. Use Session Explorer to quickly identify and resolve issues. With Lightning Mode, experience fast, low-latency testing for accurate results and increased productivity.



Seamless Integration into Your Tech Stack

Your testing tools should work with your existing workflows, not disrupt them. Seamless integration improves collaboration and speeds up your release cycle.

Utilize out-of-the-box plugins for popular tools like Jira and Jenkins, or use Kobiton's API for custom integrations. Automate testing within your CI/CD pipeline to streamline your workflow and deliver better quality apps faster.



Security and Compliance Testing

Retail apps handle sensitive customer information and must comply with strict privacy regulations like PCI-DSS and GDPR. Ensuring both security and compliance is essential for protecting data and maintaining customer trust.

Use Kobiton's secure testing environments and real-device testing to assess vulnerabilities, validate encryption, secure transactions, and test access controls like biometric authentication—all in one platform. This reduces the risk of data breaches and ensures compliance.

Your Ideal Partner in Retail App Development

Retailers prioritizing thorough testing are better equipped to meet customer expectations, protect their brand, and stay ahead in a quickly evolving world focusing on mobile interaction first. Kobiton gives you the tools, expertise, and support to accelerate delivery to market, ensure performance, and delight your users. Whether you need to scale, boost performance, or ensure accessibility, we've got you covered.



Ready to get started?

Contact us today to request a free trial to experience the difference partnering with Kobiton can make.

[Request Free Demo](#)