5 Best Practices to Improve Your Retail Mobile Testing

For many major retailers, mobile is their fastest-growing revenue channel, accounting for more than 50% of their income. In 2022, 76% of eCommerce traffic came through mobile devices during the week of Black Friday and Cyber Monday. By following these best mobile testing practices, you can ensure your retail and eCommerce app is ready for your customers.

ONE
Performance Test for Optimal Experiences

Performance Testing isn't just testing for speed. From Load Testing to Stress Testing to Volume Testing, this multi-faceted approach will ensure that your app is prepared for real-world conditions.

TWO
Make Your App Pixel-Perfect

Including Visual Testing in your processes can be the difference between a user choosing your app or a competitor's. Each element is essential and visual testing can catch anomalies that may be missed by functional testing alone.

THREE
Test on Real Devices

There's nothing like the real thing. Emulators and simulators can be initial cost-savers, but testing on real devices can ensure your app works across all types of devices and operating systems and catch bugs that might make it through to release otherwise.

W3C®

FOUR
Accessible for All

Accessibility testing ensures that no matter who your customer is, they are recognized and assisted. Make sure your team is testing with the W3C's off icial recommendations.

FIVE
Release Faster with Automation

Speed up your testing processes by automating your manual tests intelligently across multiple device types.

Learn More at **www.kobiton.com**