Streamlining E-Commerce:

A Focused Approach on Communication, Testing, and Requirements in Agile SDLC

Tyler Granlund

Senior Product Manager

Adobe Commerce advocate

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Don’t miss these resources!

Ask the presenters a question

Extras!

Chat with other attendees

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AGENDA

INTRODUCTION

AGILE SDLC OVERVIEW

A FOCUS ON COMMUNICATION, REQUIREMENTS, AND TESTING

APPLY AGILE SDLC PRACTICES TO YOUR ADOBE COMMERCE UPGRADE

Q&A

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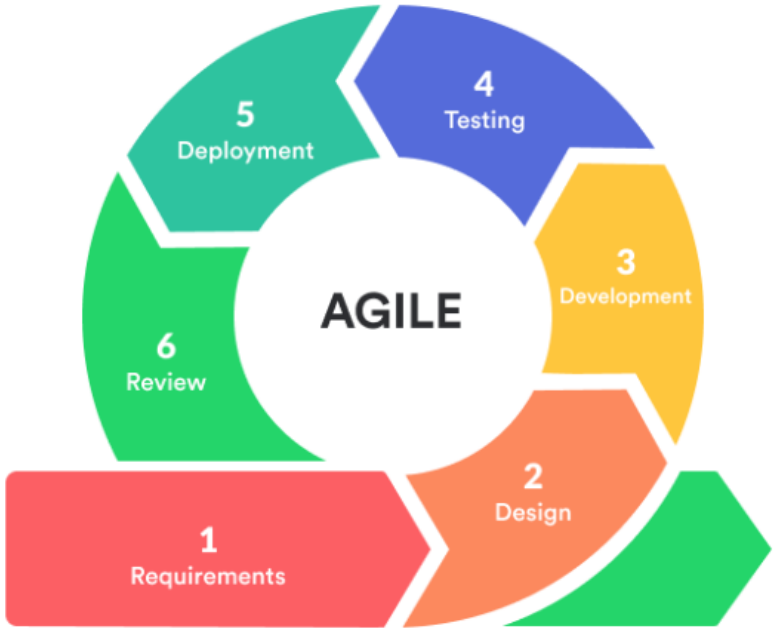
Agile Methodology: Impact and Mission



By integrating agile methodologies into our development processes, we enhance our flexibility and responsiveness. Our strategic vision guides each step to align with our broader goals, contributing significantly to our sustained organizational success.

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Significance of Efficient e-Commerce Development

1

Customer-Centric

Agile development fosters continuous customer feedback, leading to a more intuitive and tailored user experience.

2

Rapid Iterations

Quick release cycles enable faster incorporation of customer feedback, resulting in improved customer satisfaction.

3

Enhanced Usability

Incremental deliveries and regular testing contribute to higher-quality products that meet customer needs.

4

Alignment with Agile SDLC

Flexible architecture allows the system to handle growing demands and accommodate increased user activity.

5

Market Adaptability

Ability to quickly respond to market changes and adapt the product to meet evolving customer demands.

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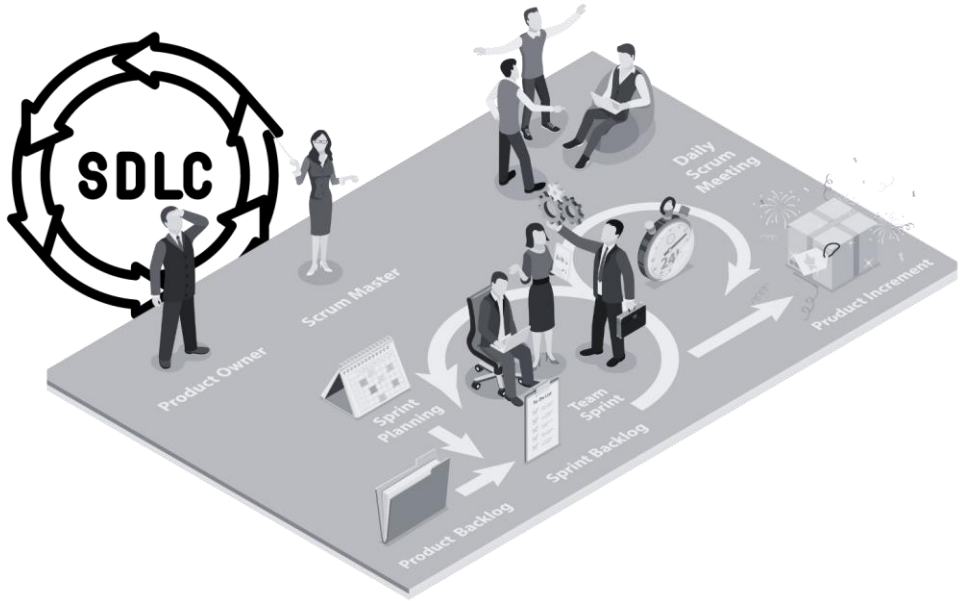

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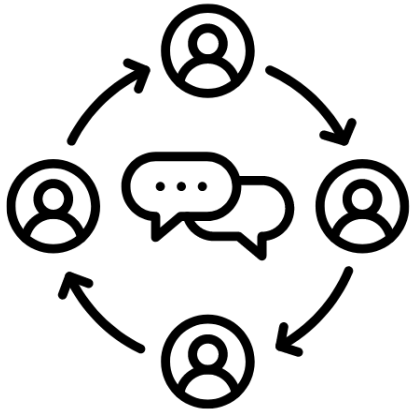
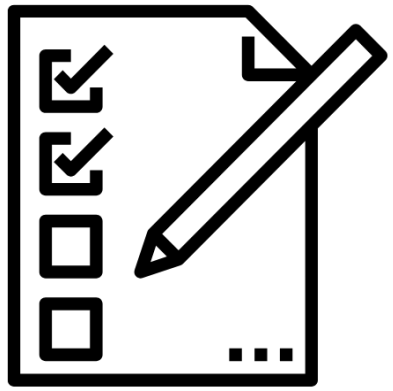
Alignment with Agile SDLC



Communication

Effective communication among team members is crucial in Agile SDLC. It facilitates collaboration, knowledge sharing, and ensures everyone is on the same page.



Planning & Requirements

Thorough planning and clear requirements help define project goals, scope, and deliverables. It enables efficient resource allocation, risk mitigation, and ensures alignment with customer needs.

Testing

Testing plays a vital role in Agile SDLC to ensure the quality and reliability of the developed software. It helps identify and fix issues early, leading to improved customer satisfaction.

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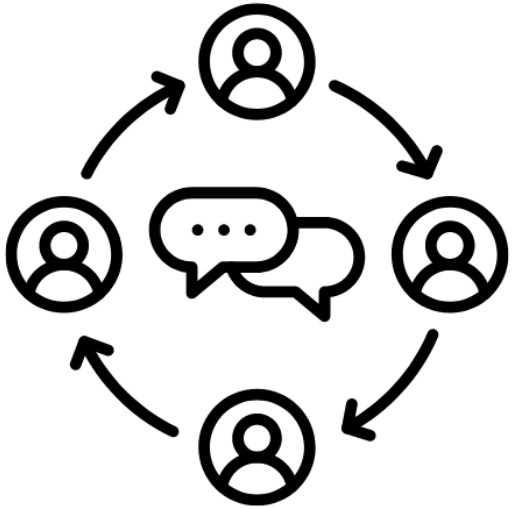
STAKEHOLDER & TEAM COMMUNICATION



Communication Best Practices

Cross-Department Collaboration

Clear Communication Channels

Customer Feedback Integrations

Agile Methodology

Data-Driven Decision Making

Regular Review & Adaption

Training & Development

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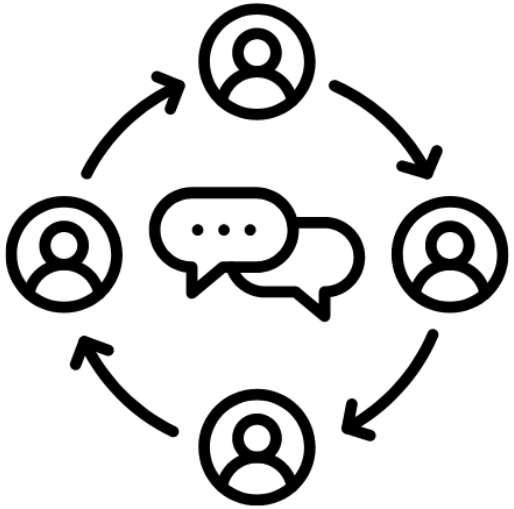
COMMUNICATION

TYPICAL USECASE



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EXTERNAL

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INTERNAL

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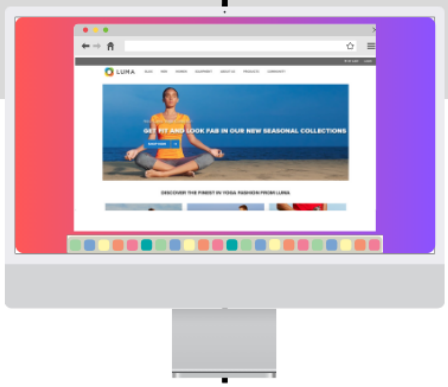

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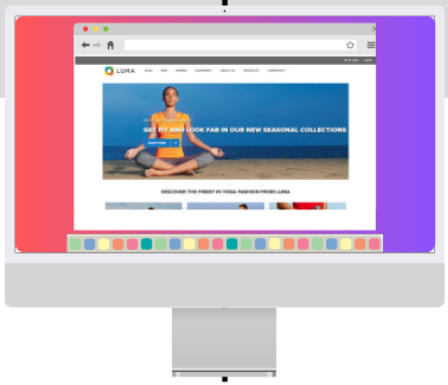

PRODUCT

EXECS

DEV/ENG

UX/DESIGN

IT

OPS & FULF

HR & COMP

FIN & LEGAL

MKTG

CS

SALES

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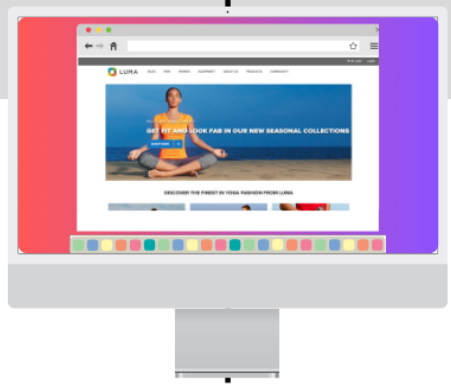

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SALES

CUSTOMERS
USERS

REGULATORY
BODIES

SUPPLIERS
PARTNERS

INDUSTRY EXPERTS &
ANALYST

3RD PARTY SERVICE
PROVIDERS

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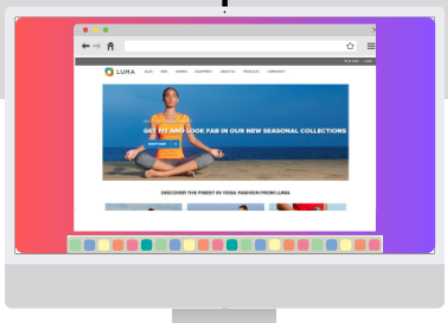

Adobe Commerce

zoom

EXTERNAL

CUSTOMERS
USERS

REGULATORY
BODIES

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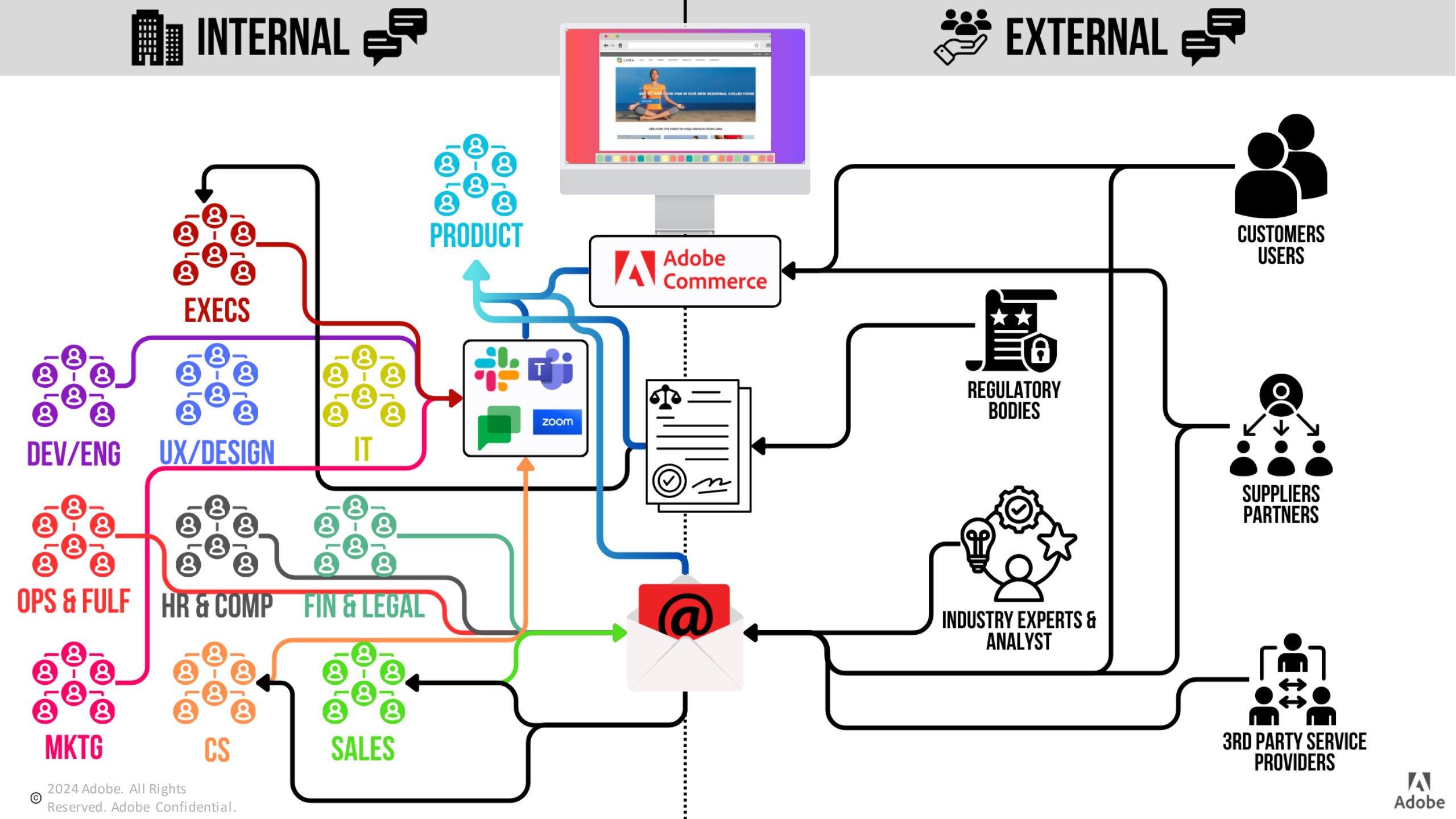

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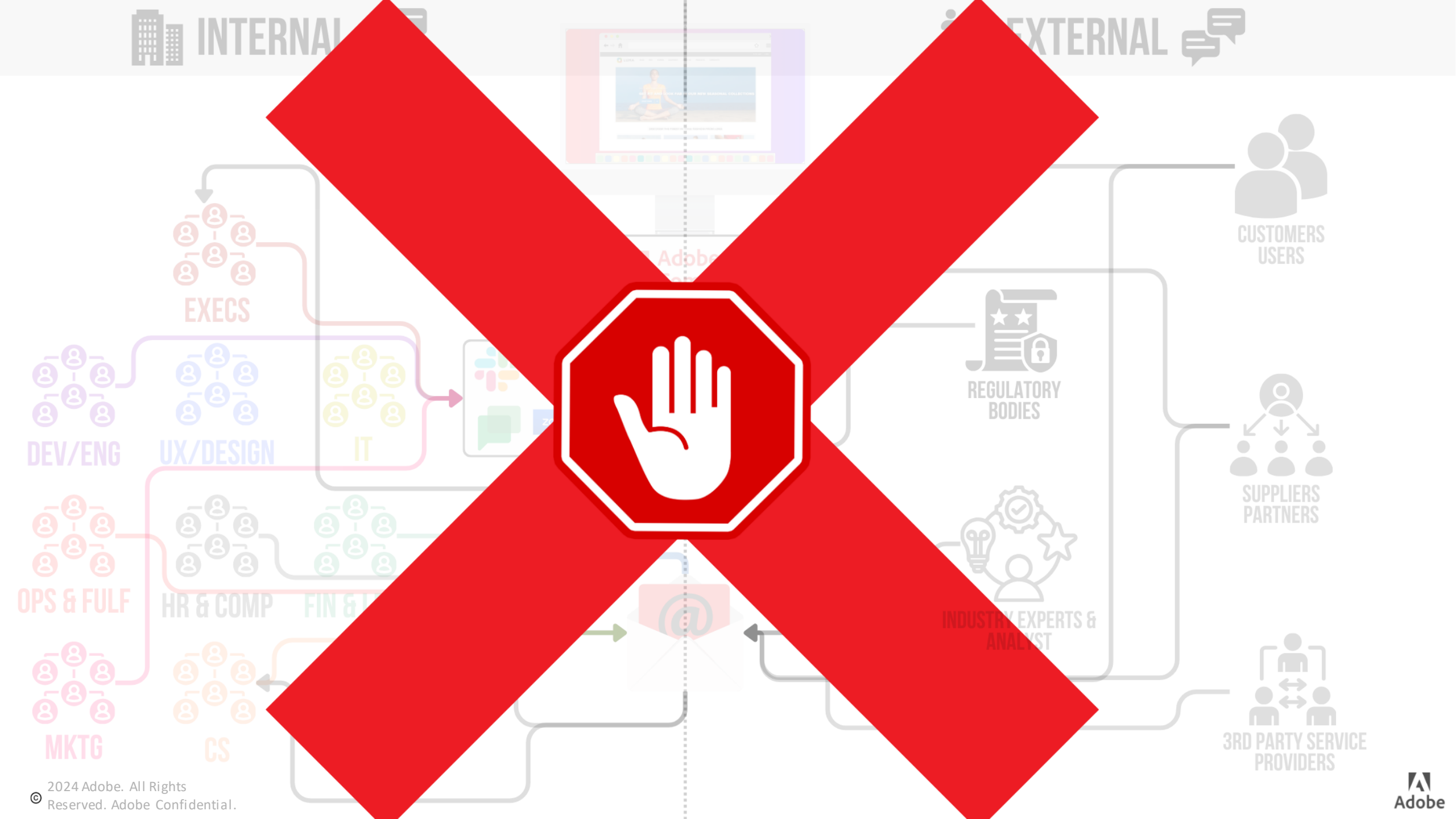

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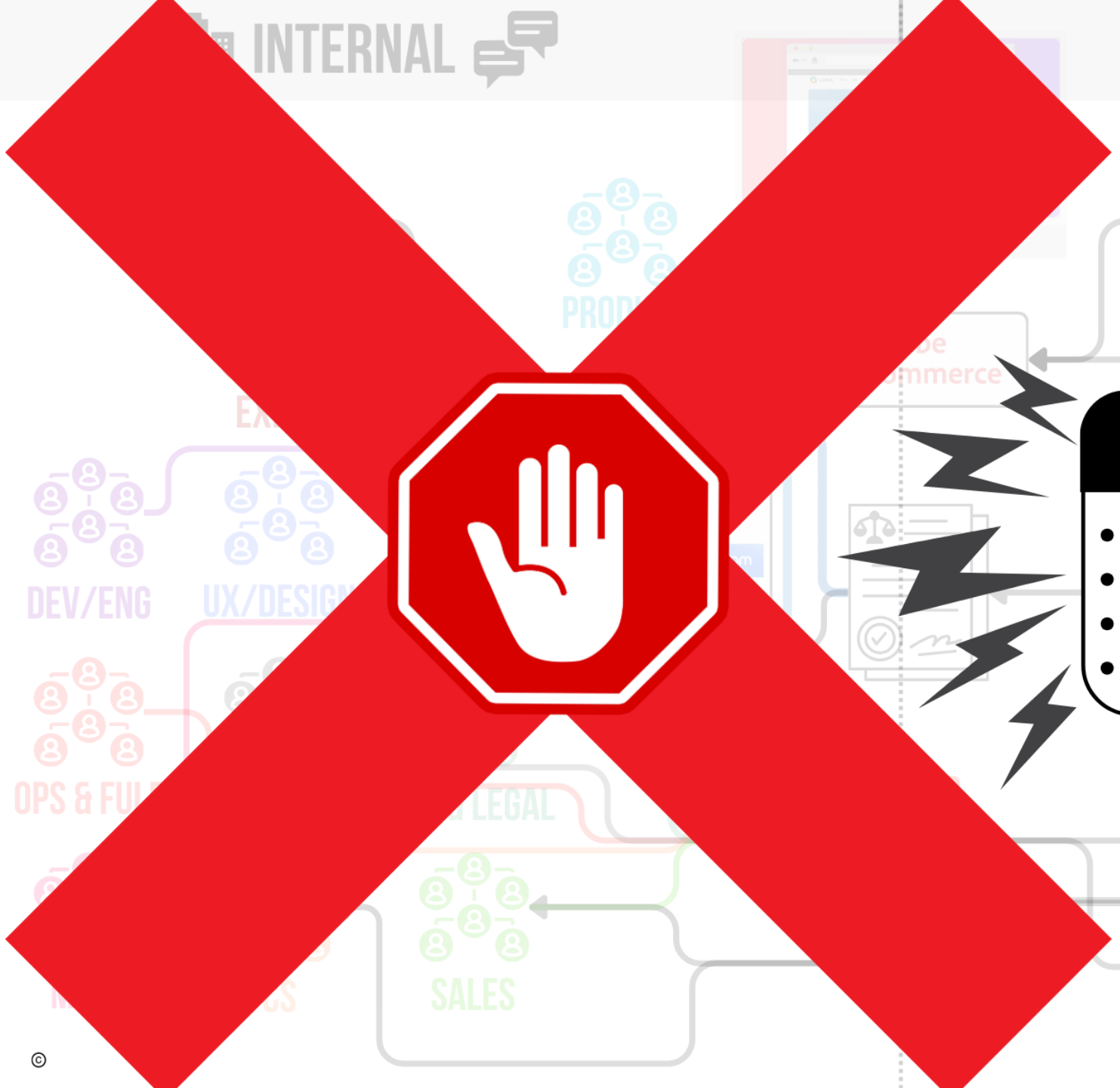

IMPACT

- DELAYED TIME TO MARKET
- DECREASED PRODUCT QUALITY
- REDUCED TEAM MORALE AND PRODUCTIVITY
- COMPROMISED USER EXPERIENCE AND SATISFACTION

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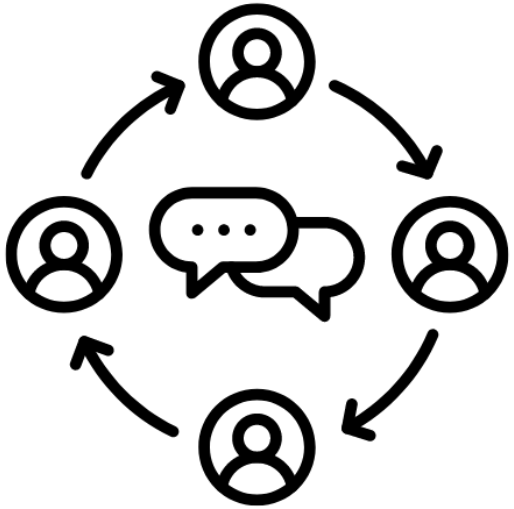
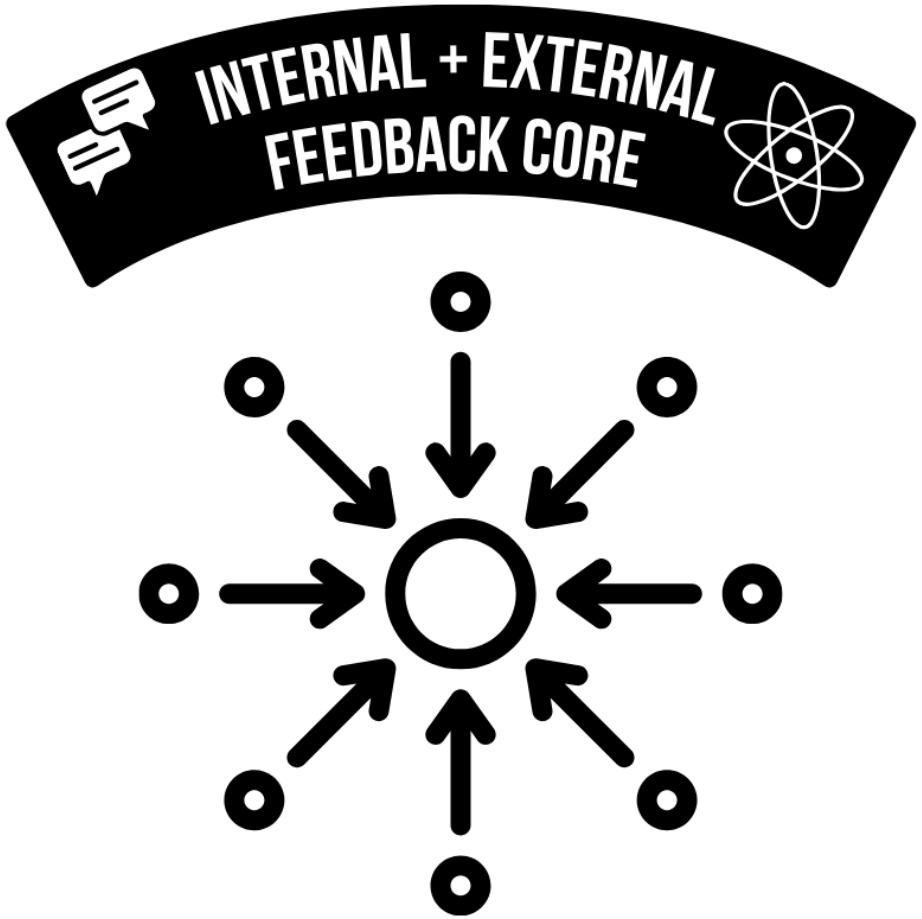
COMMUNICATION IMPLEMENTATION





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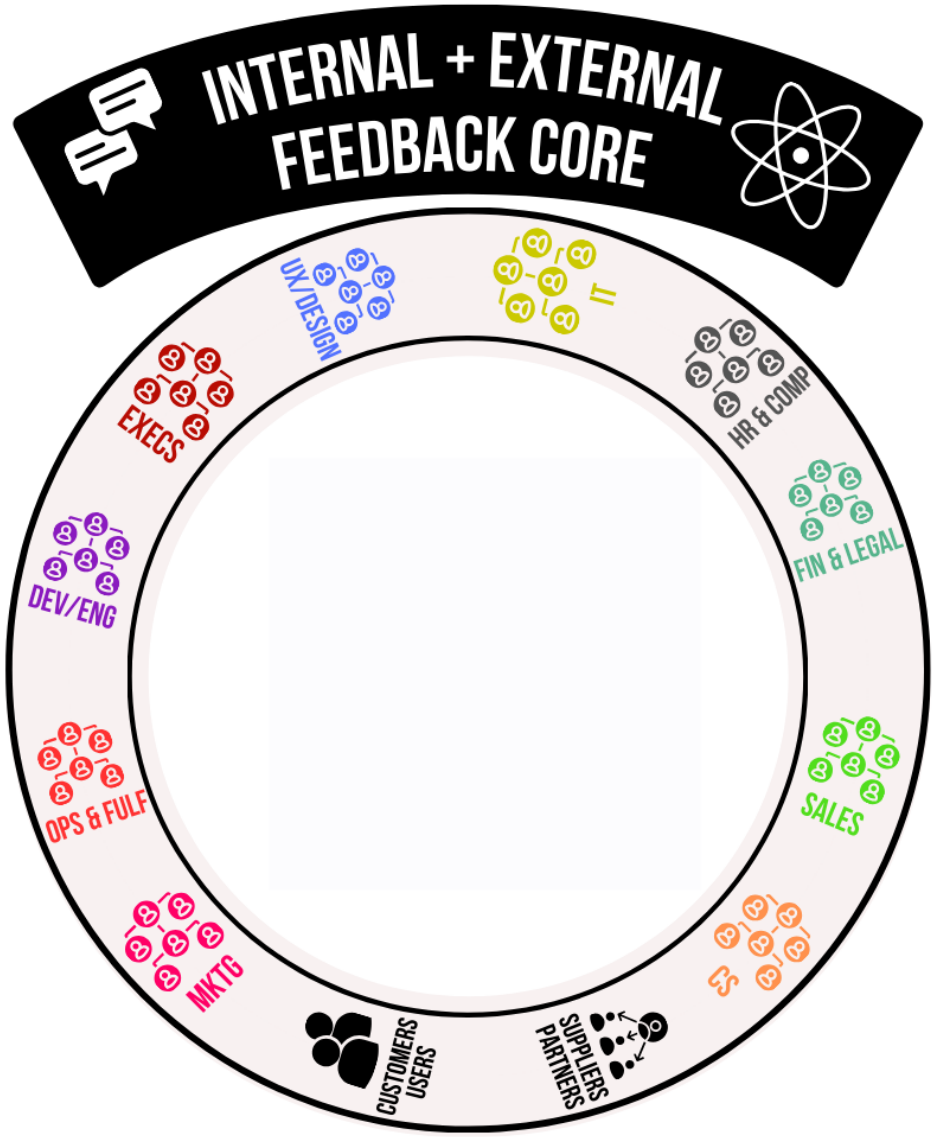

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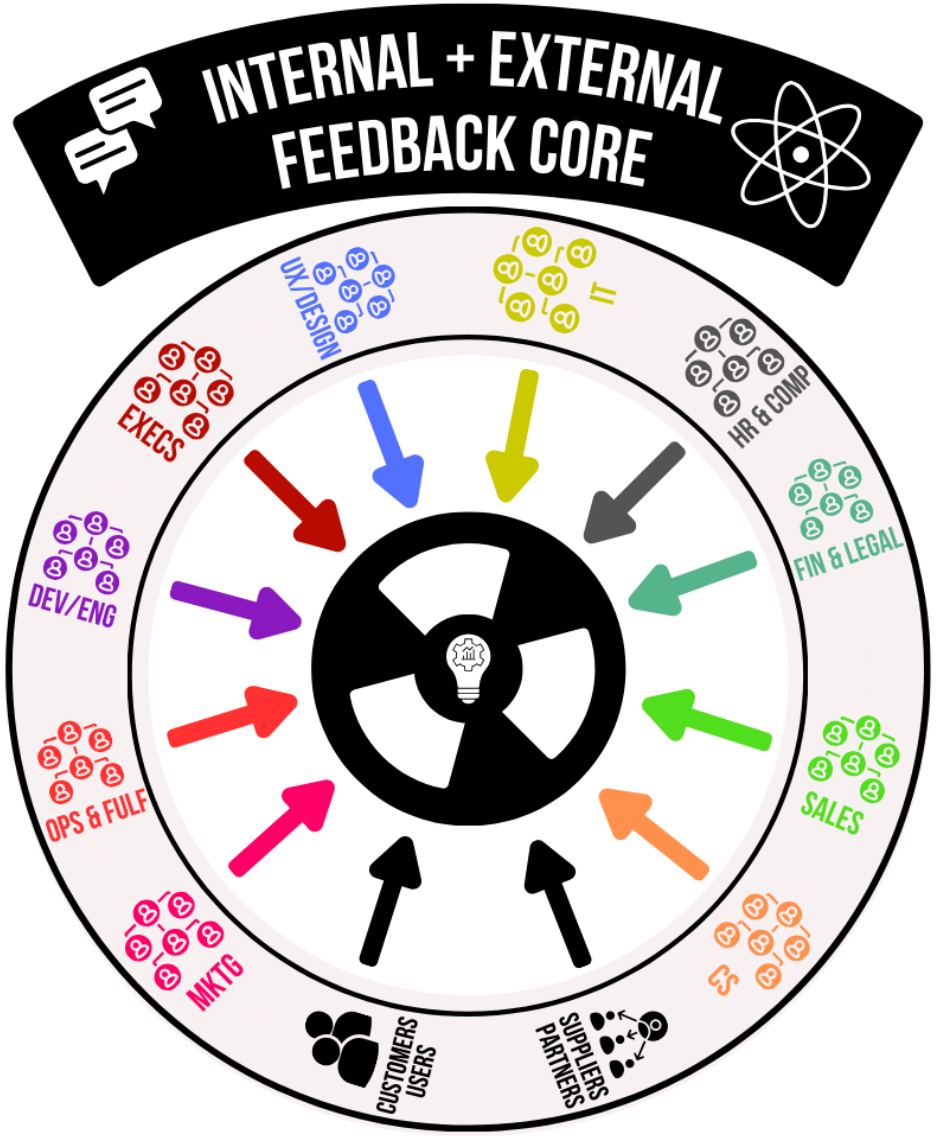

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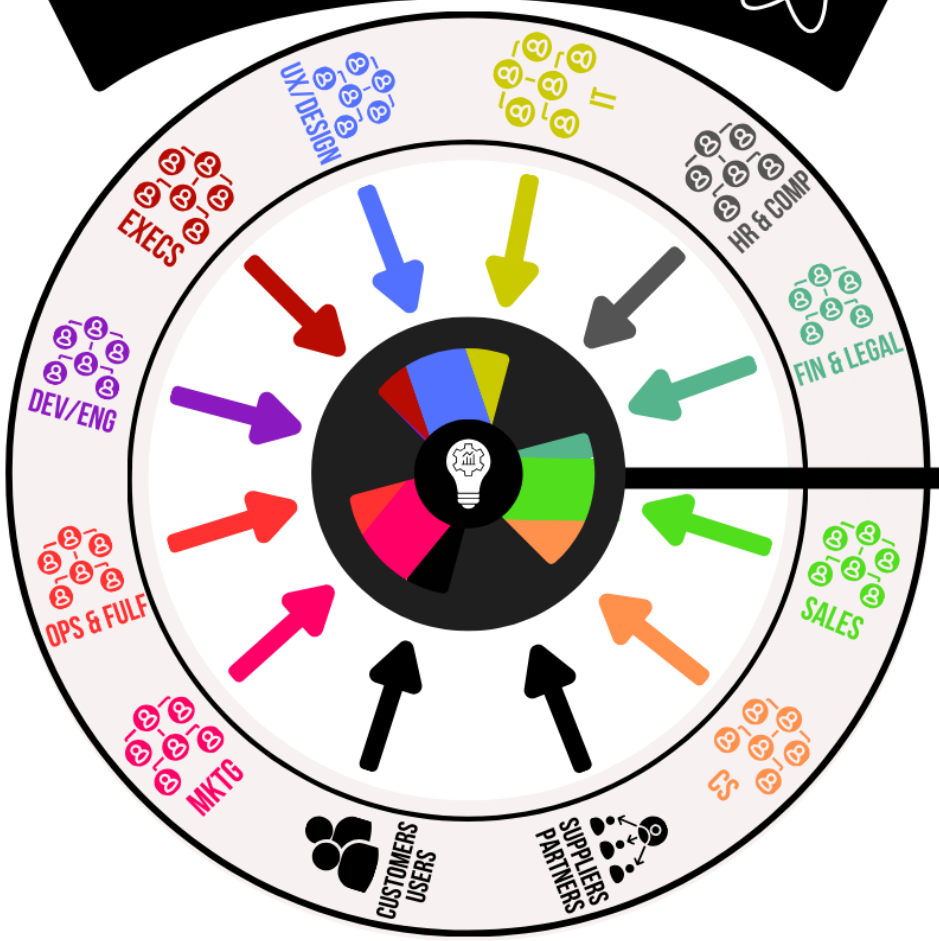

FORM/SURVEY

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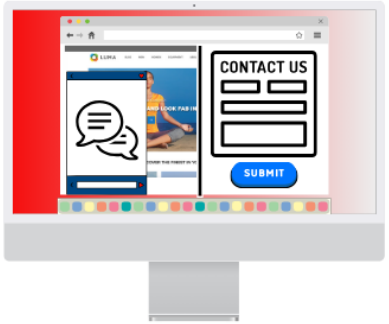
Adobe Commerce



CHAT / CONTACT US FORM

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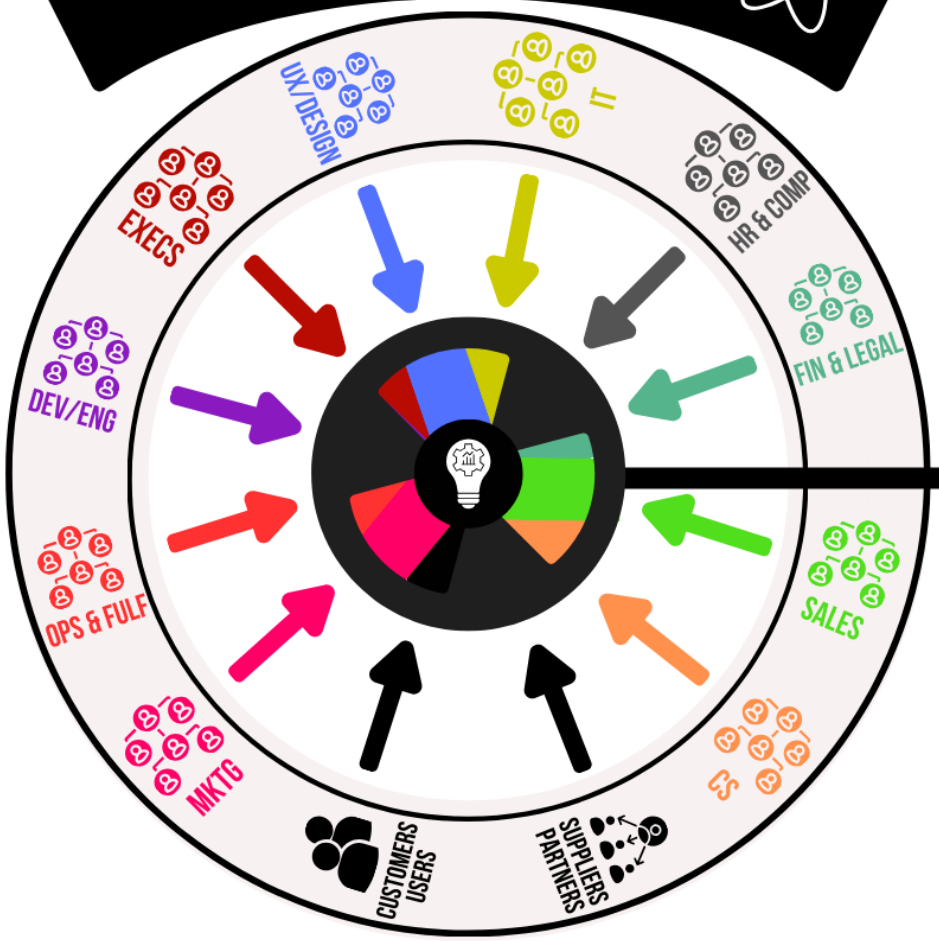
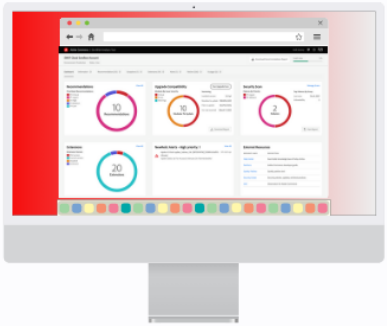


FORM/SURVEY

SITEWIDE ANALYSIS TOOL



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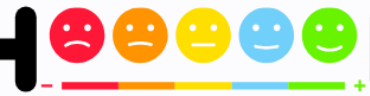

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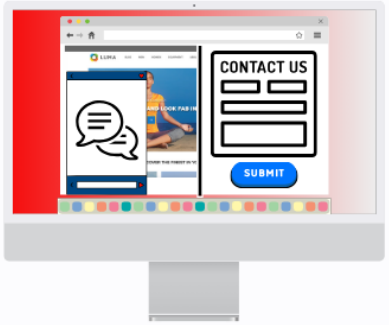

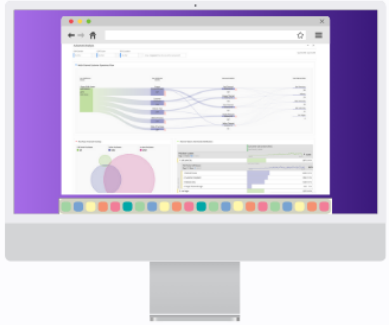

CHAT / CONTACT US FORM

CUSTOMER JOURNEY & USAGE

BACKLOG INFLUENCE

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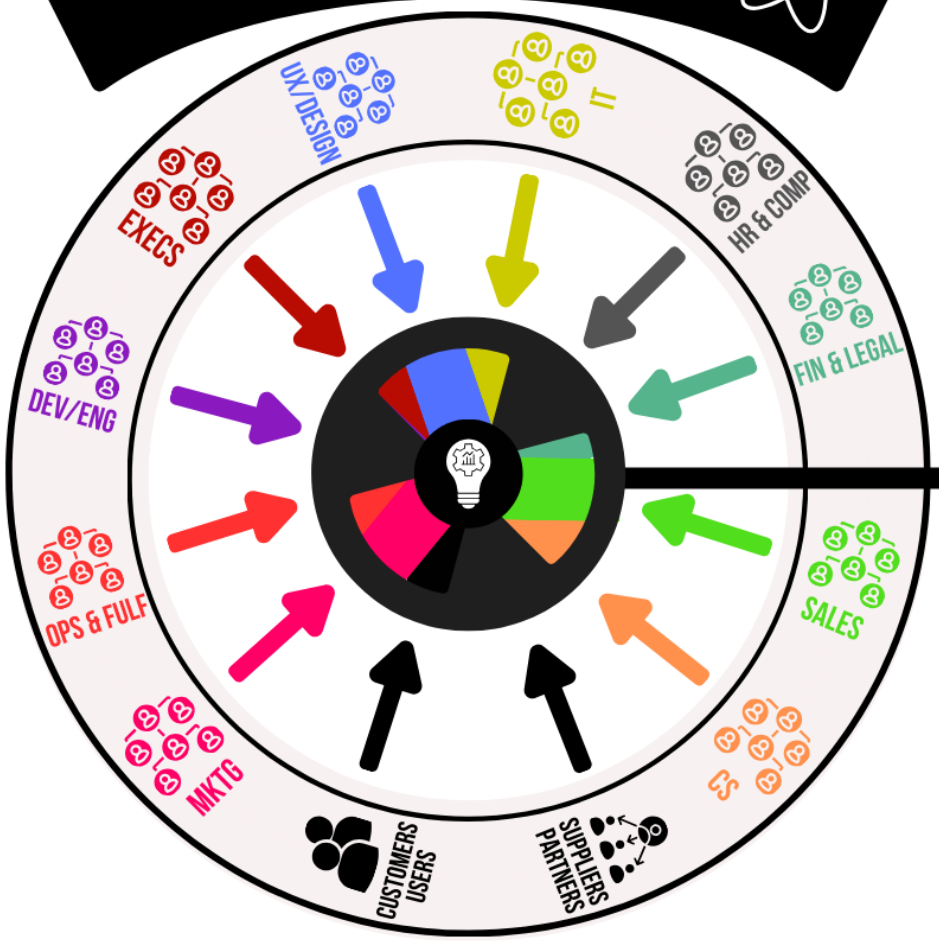
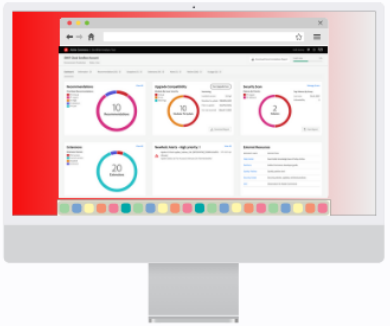


FORM / SURVEY

SITEWIDE ANALYSIS TOOL



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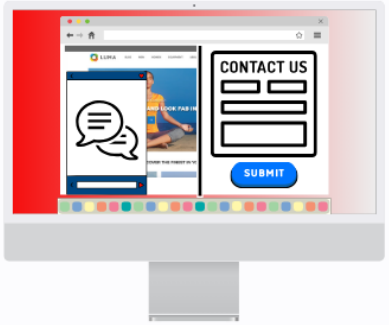

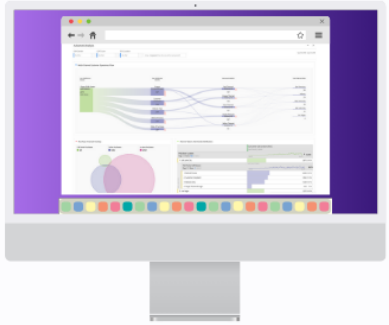

CHAT / CONTACT US FORM

CUSTOMER JOURNEY & USAGE

Adobe Workfront

MANAGED BACKLOG

PRODUCT

INDUSTRY EXPERTS & ANALYST

REGULATORY BODIES

3RD PARTY SERVICE PROVIDERS

BACKLOG INFLUENCE

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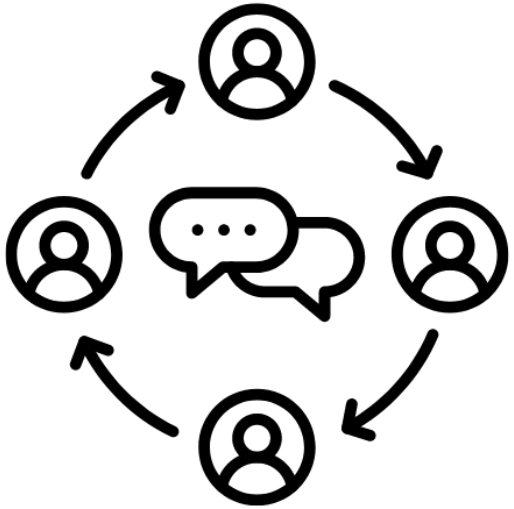
COMMUNICATION

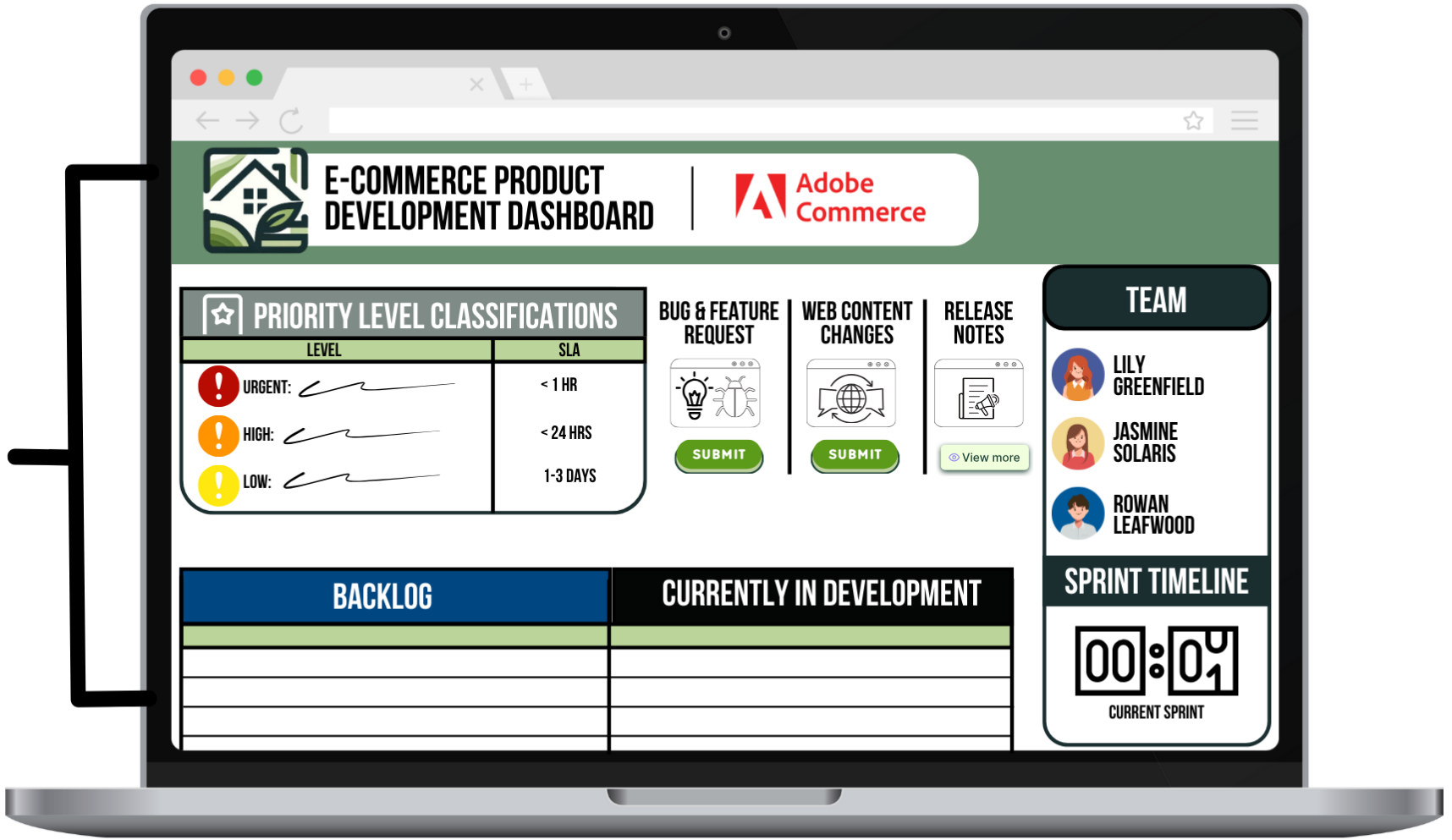
IMPLEMENTING TRANSPARENCY



DEMO SCENARIO | INTERNAL ORGANIZATION TRANSPARENCY

ECO-HOME GOODS

Adobe Experience Manager



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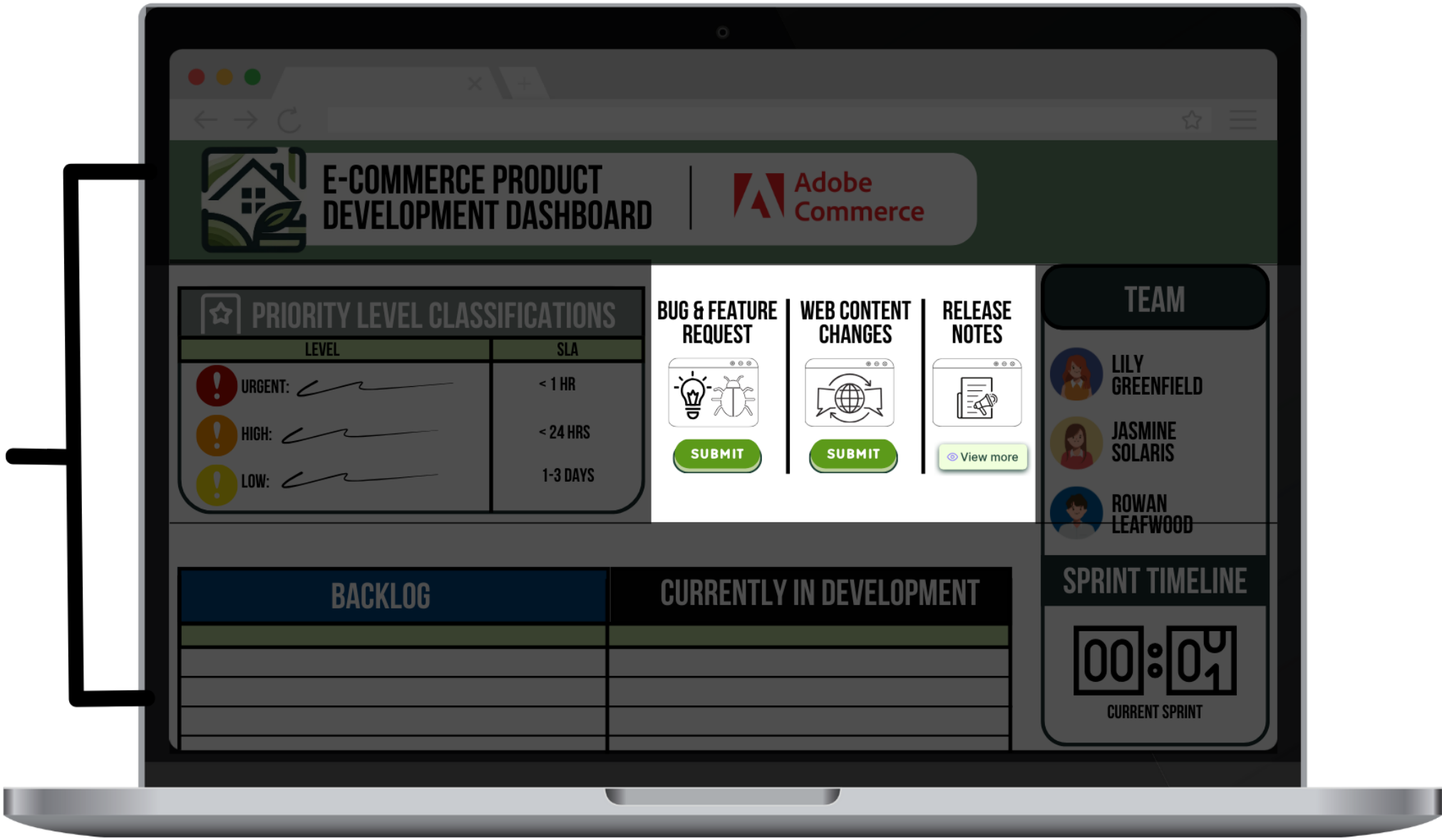

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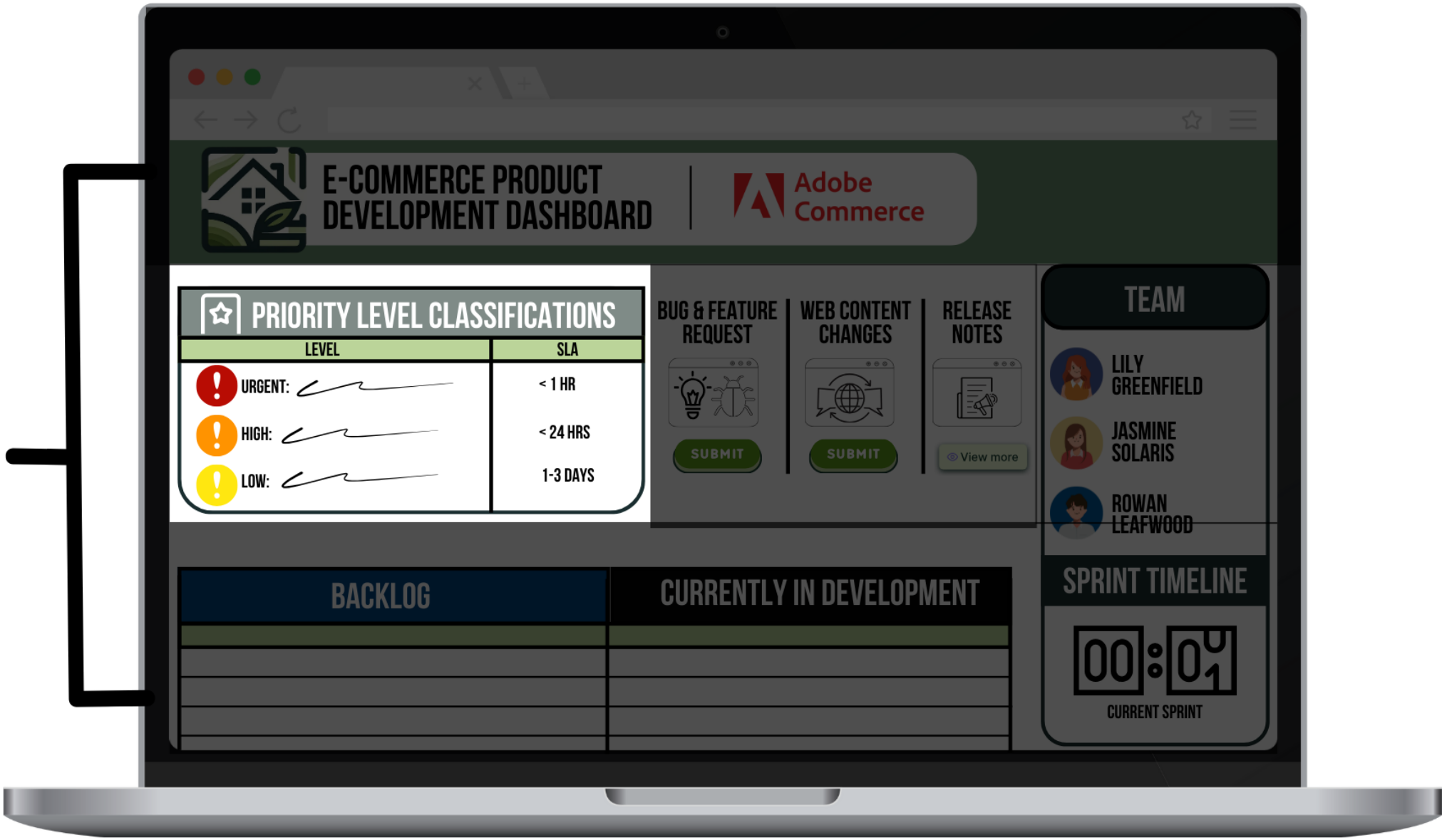

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ECO-HOME GOODS

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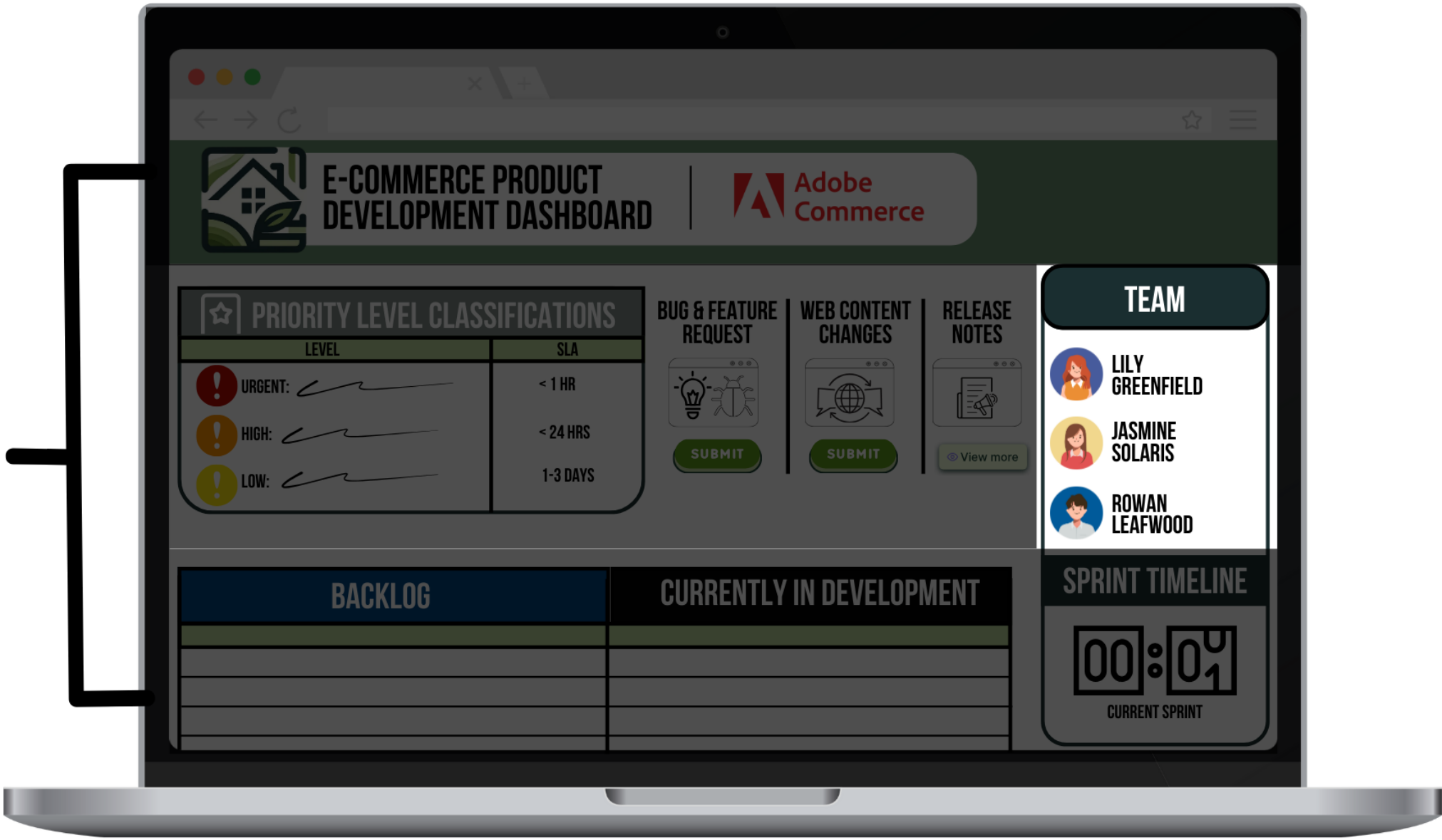

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ECO-HOME GOODS

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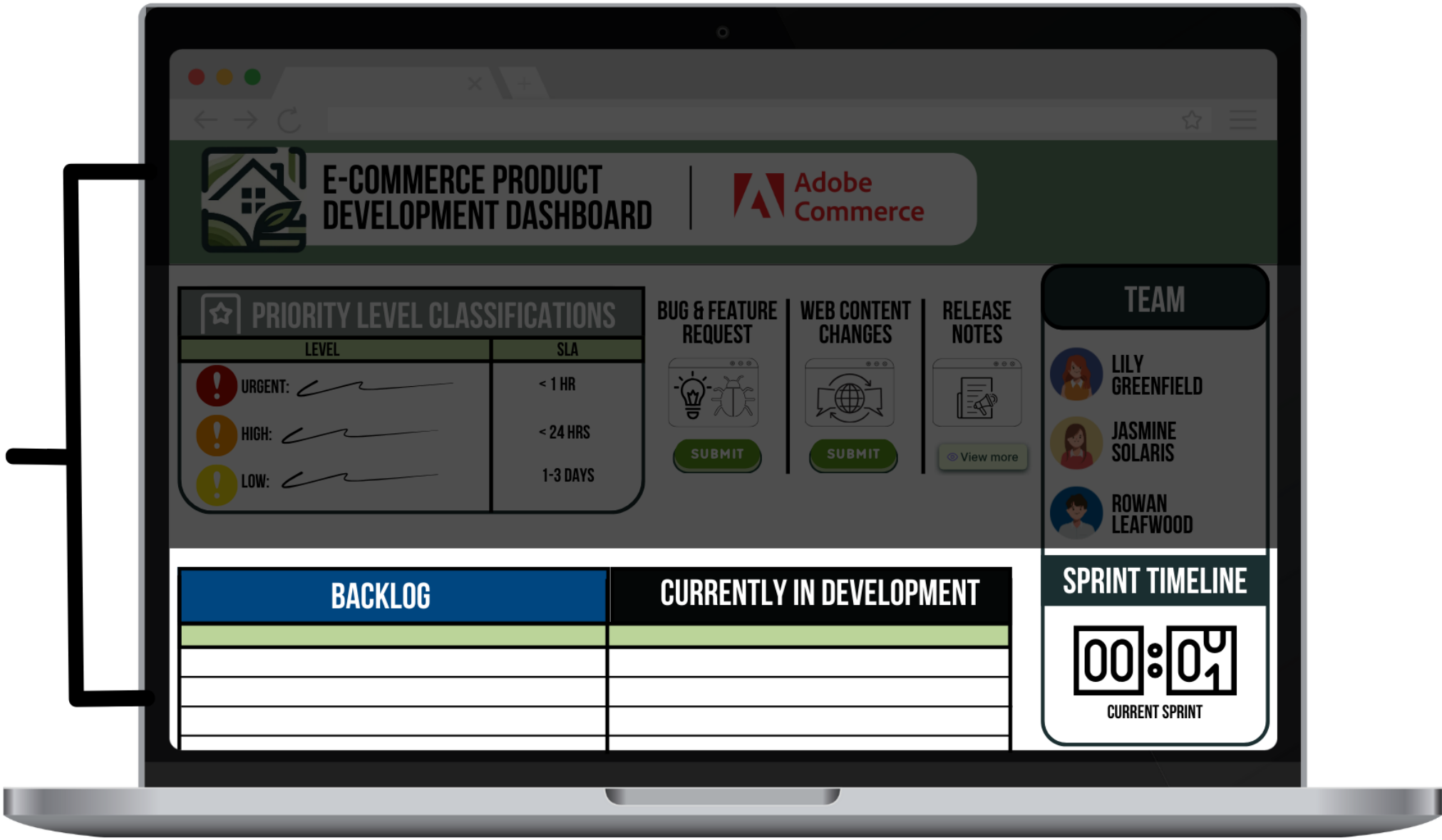

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DEMO SCENARIO | EXTERNAL ORGANIZATION TRANSPARENCY

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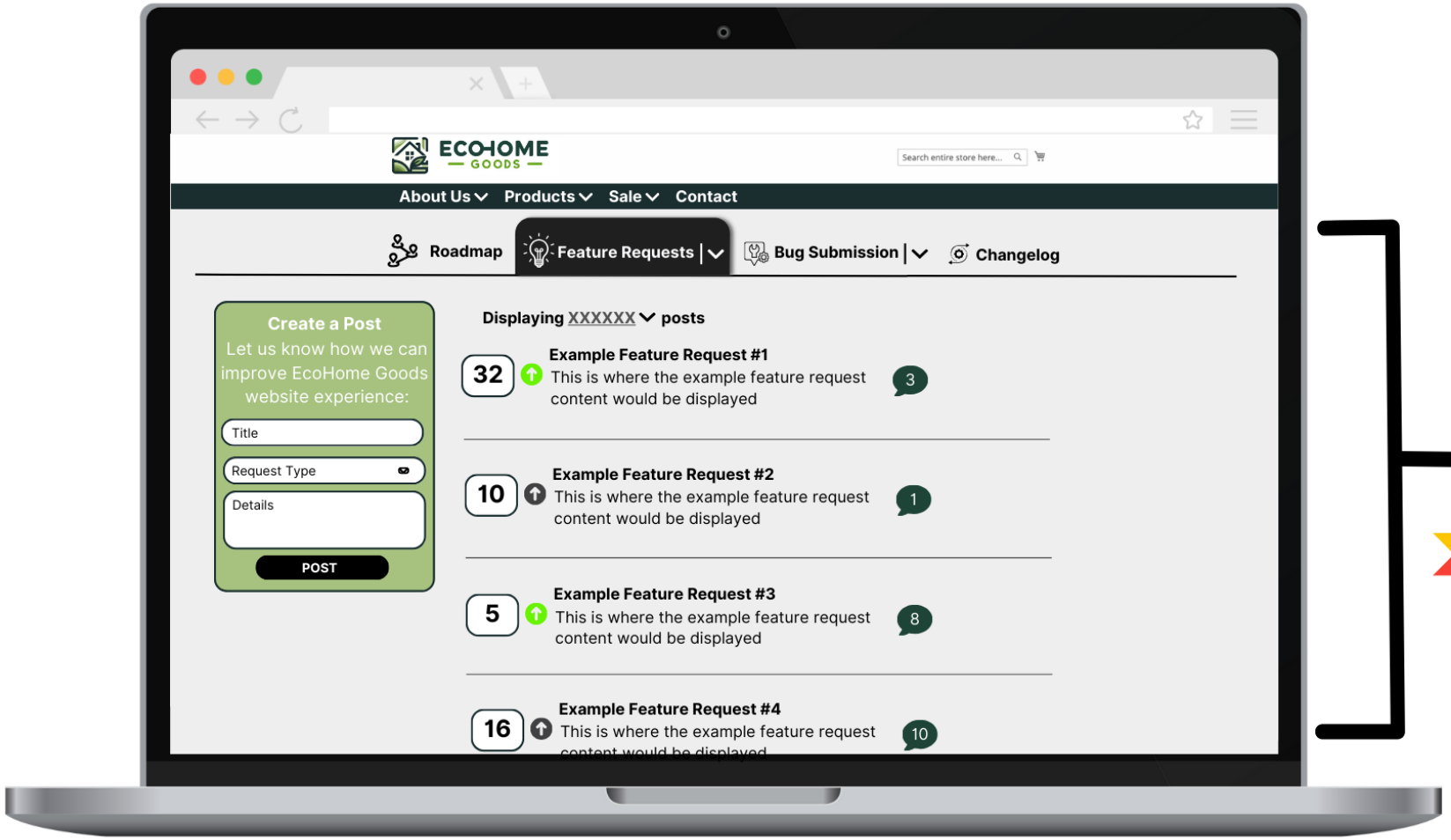


ECOHOME GOODS

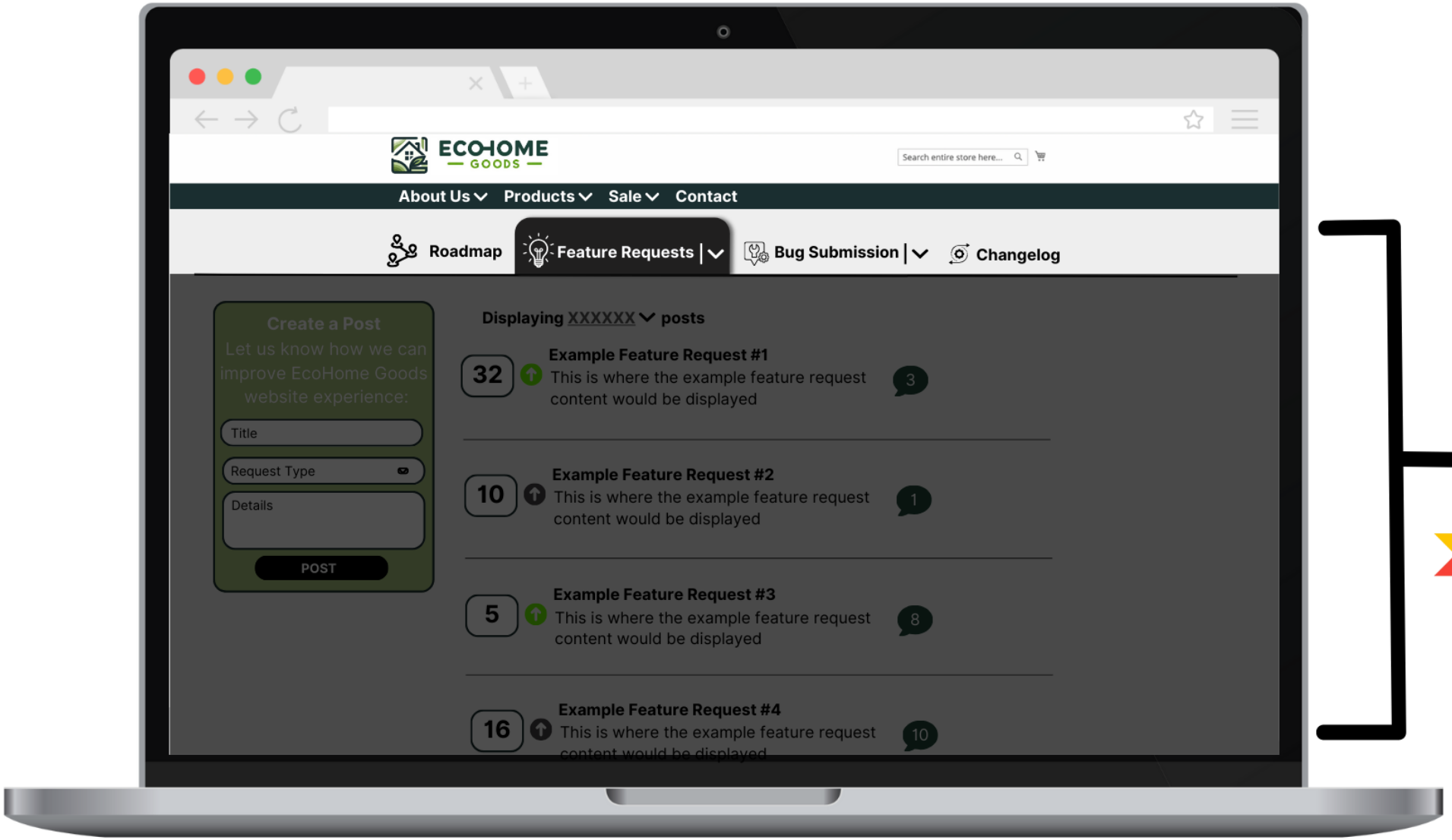
canny

pendo

productboard

Adobe Commerce

ECO-HOME GOODS



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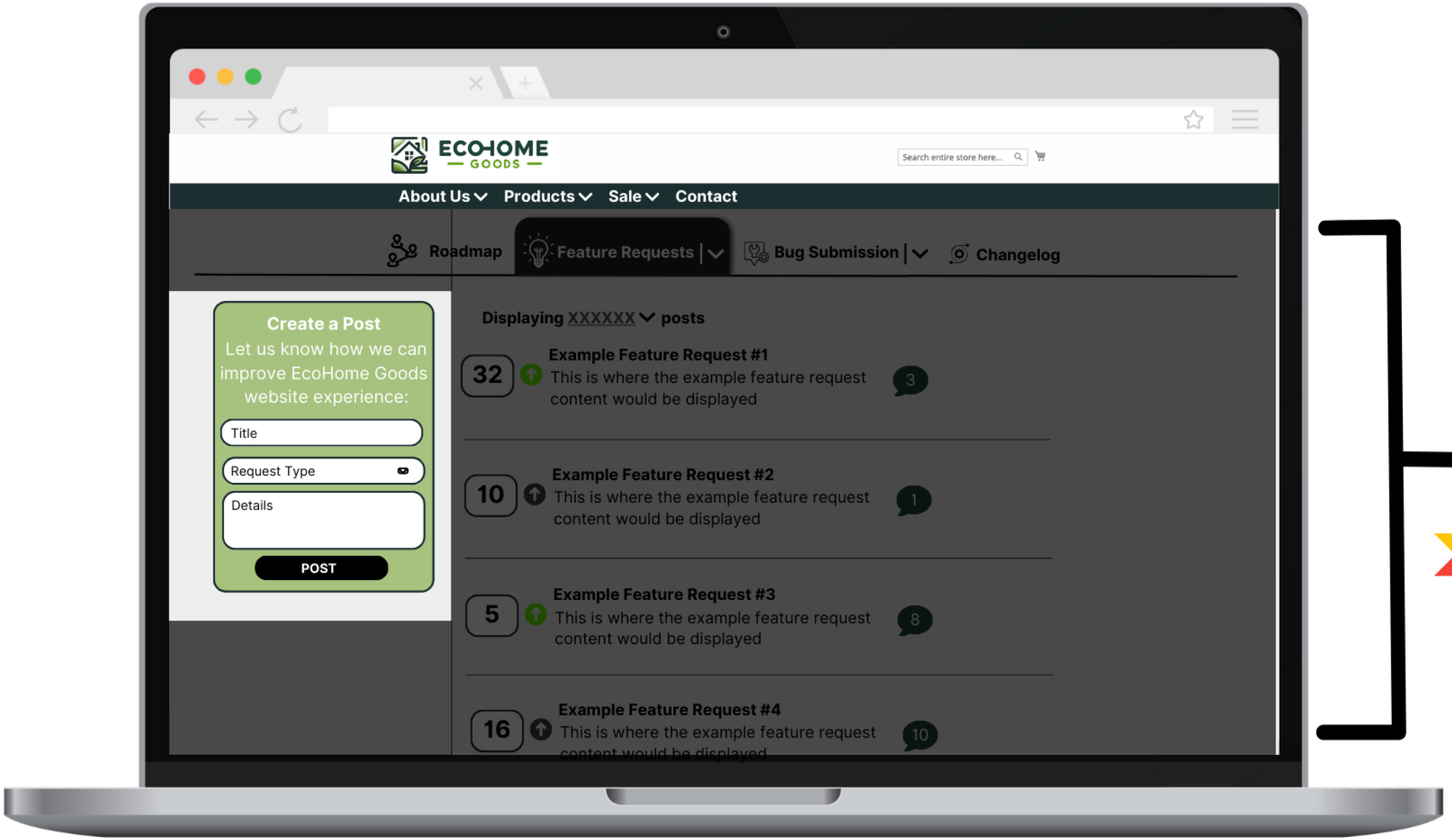

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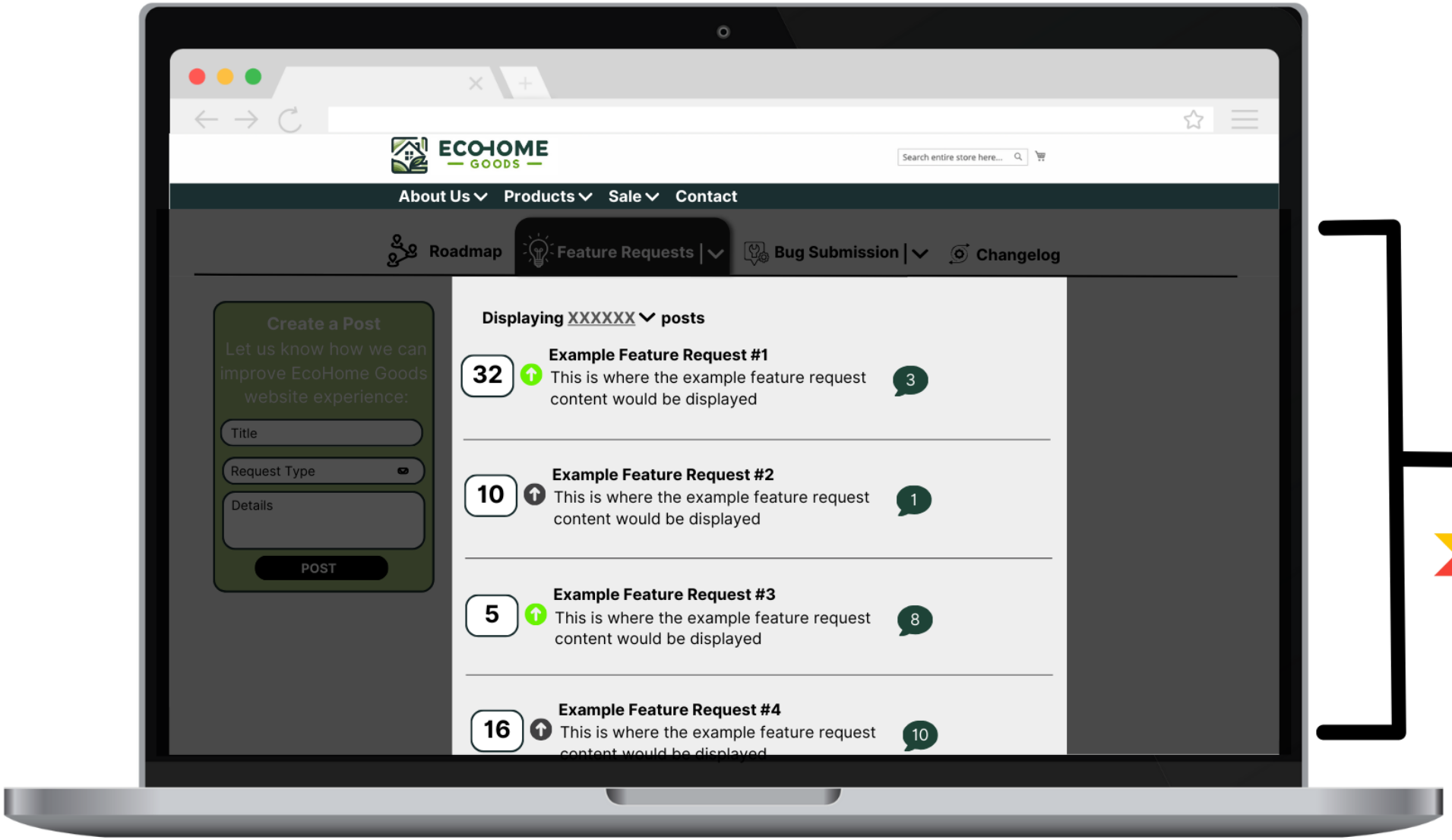

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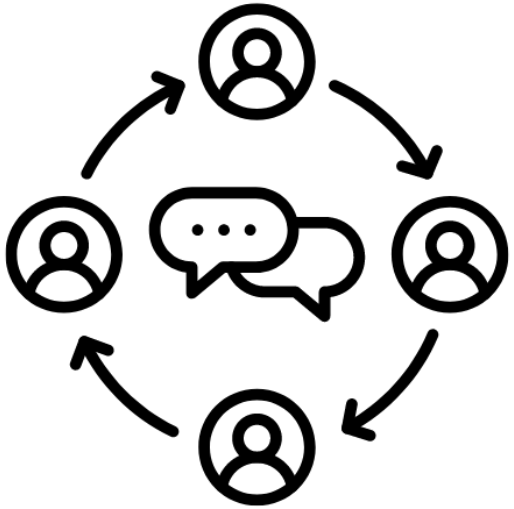
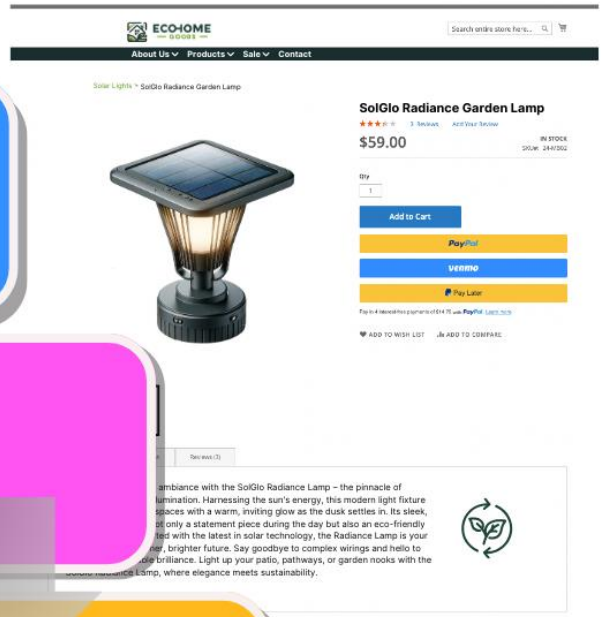
COMMUNICATION
PRACTICAL EXAMPLE



Adobe Commerce | ECO-HOME GOODS

ENHANCING PRODUCT DETAIL PAGES



Cross-Functional Insights:

Sales highlight queries on eco-friendliness, customer support on sustainability certifications, and development notes high bounce rates on product detail pages.

Communication Tools:

Utilizing product development dashboard for request transparency, Workfront for task management, and creating a prioritized list focusing on material transparency and environmental impact.

Customer-Driven Enhancements:

Customer feedback, gathered through targeted email surveys and an interactive section on the website, reveals a strong interest in understanding the environmental impact of their purchases. Customers would like more information on how products contribute to a sustainable lifestyle

Prioritization Strategy:

Analysis of website traffic and engagement metrics indicates that pages featuring detailed eco-certifications and engaging stories about product origin and environmental impact see significantly higher engagement and conversion rates.

TEST CASES

ECO-HOME GOODS

Search entire store here...

About Us Products Sale

Solar Lights > SolGlo Radiance Garden Lamp

SolGlo Radiance Garden Lamp

★★★½☆ 3 Reviews Add Your Review

$59.00

IN STOCK
SKU#: 24-MB02

Qty 1

Add to Cart

PayPal

venmo

Pay Later

Pay in 4 interest-free payments of $14.75 with PayPal. Learn more

ADD TO WISH LIST ADD TO COMPARE

Details | More Information | Reviews (3)

Elevate your garden's ambiance with the SolGlo Radiance Lamp – the pinnacle of sustainable outdoor illumination. Harnessing the sun's energy, this modern light fixture imbues your outdoor spaces with a warm, inviting glow as the dusk settles in. Its sleek, geometric design is not only a statement piece during the day but also an eco-friendly beacon by night. Crafted with the latest in solar technology, the Radiance Lamp is your step towards a greener, brighter future. Say goodbye to complex wirings and hello to effortless, renewable brilliance. Light up your patio, pathways, or garden nooks with the SolGlo Radiance Lamp, where elegance meets sustainability.

ECO-HOME GOODS

Search entire store here...

About Us Products Sale

Air Purifiers > GreenBreathe EcoPurifier

GreenBreathe EcoPurifier

★★★★★ 40 reviews Add Your Review

$89.00

IN STOCK
SKU#: 24-MB02

Qty 1

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ADD TO WISH LIST ADD TO COMPARE

GEES CERTIFIED

PlantSync™

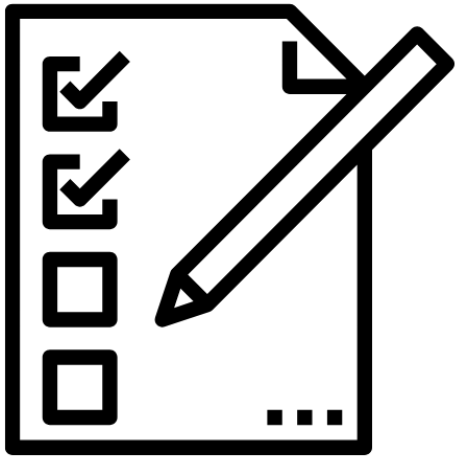
GreenBreathe EcoPurifier: Breathe Naturally, Live Sustainably
Discover the purity of nature with every breath you take, thanks to the GreenBreathe EcoPurifier. Certified by the Global Eco-Environmental Standards (GEES), this innovative air purifier is a testament to sustainable design and responsible innovation.

Crafted from biodegradable materials sourced from responsibly-managed forests, the EcoPurifier's journey begins in the lush greenery of the Amazon. Local artisans, committed to traditional practices that honor the earth's resources, skillfully shape each purifier. This not only provides you with a product steeped in heritage but also supports the livelihoods of indigenous communities.

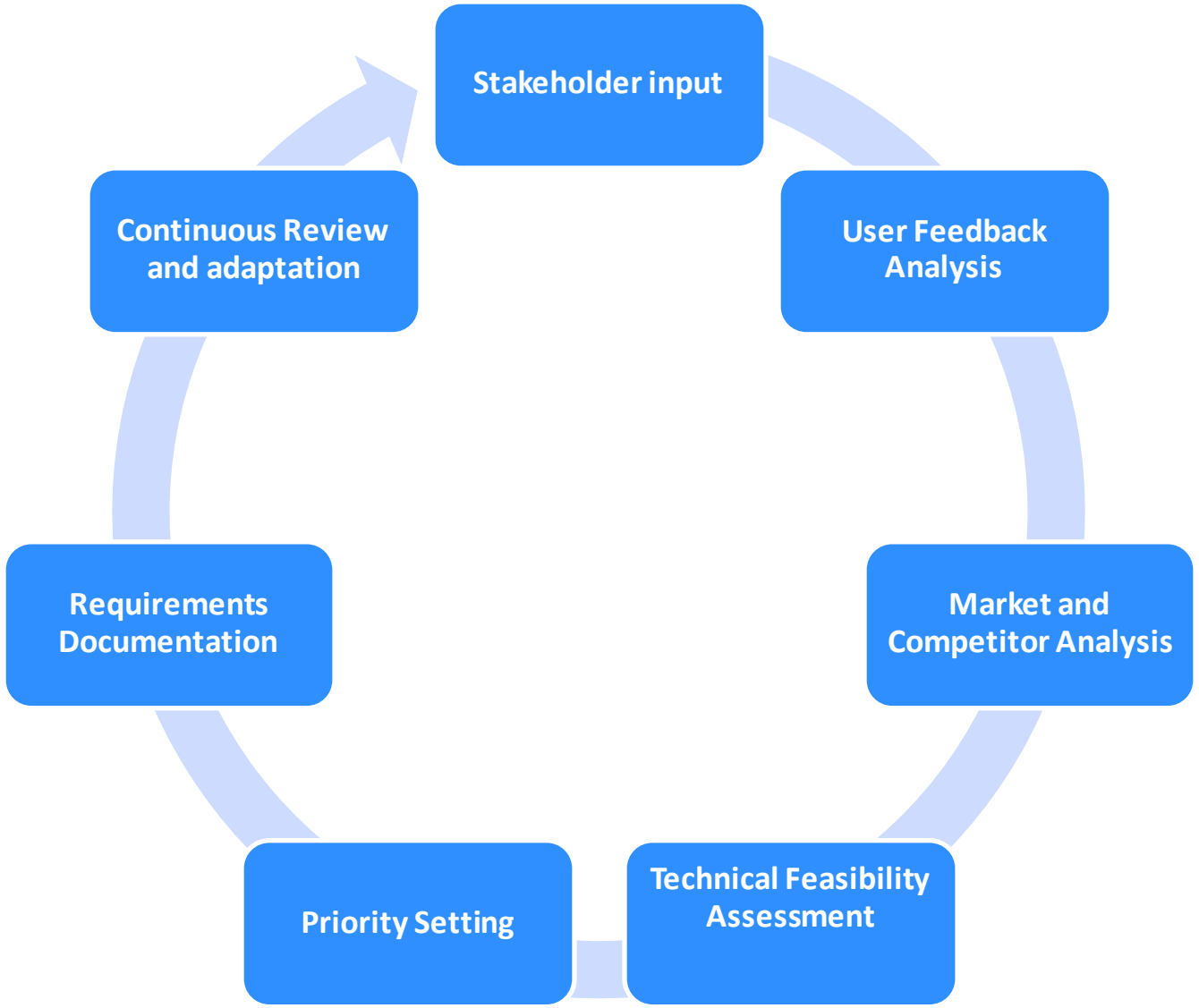
Our patented ***PlantSync™*** technology integrates living plants into the filtration process, transforming harmful pollutants into clean air, just as nature intended. By harnessing the phytoremediation power of plants, the EcoPurifier doesn't just filter your air; it revitalizes it, contributing to a healthier planet by reducing indoor air pollutants known to impact climate change.

The EcoPurifier's impact resonates beyond its immediate surroundings. For every unit sold, we pledge to plant a tree, reinforcing our commitment to reforestation efforts and CO2 reduction. Embrace the GreenBreathe EcoPurifier, and join us on a journey towards a cleaner, greener, and more sustainable future.

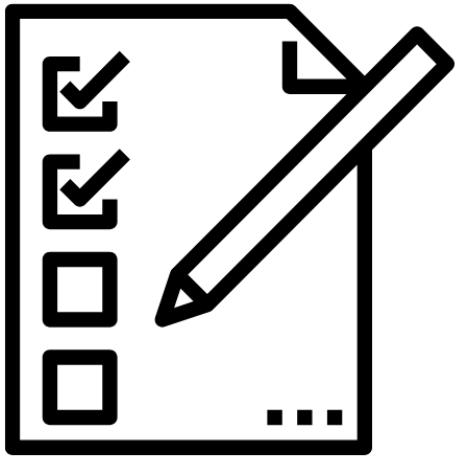
REQUIREMENTS ANALYSIS & PLANNING

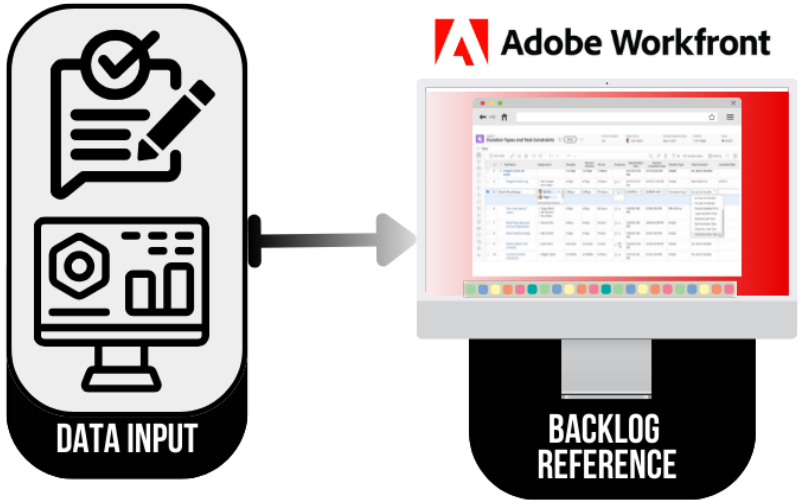


Requirements Process



REQUIREMENTS
IMPLEMENTATION





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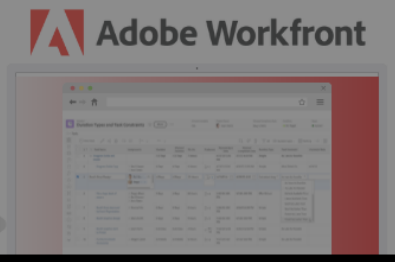
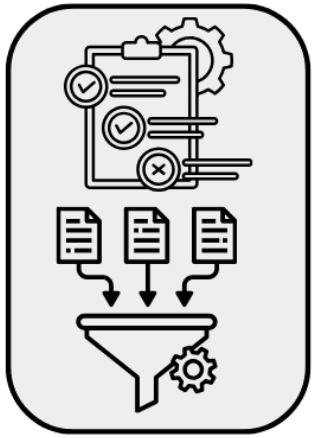


ROLE RESPONSIBILITIES

BUSINESS ANALYST

1. ANALYZE REQUESTS
2. GATHER REQUIREMENTS
3. PRIORITIZE NEEDS
4. DOCUMENT SPECIFICATIONS
5. FACILITATE COMMUNICATION



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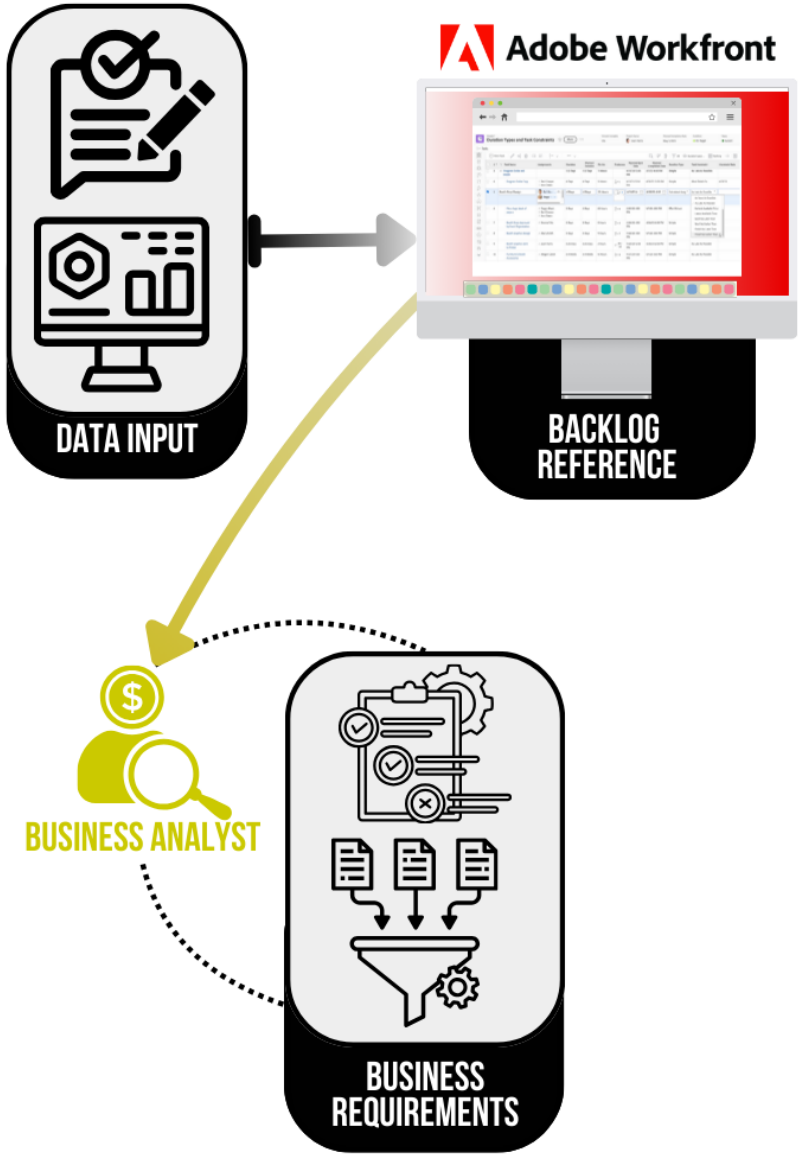

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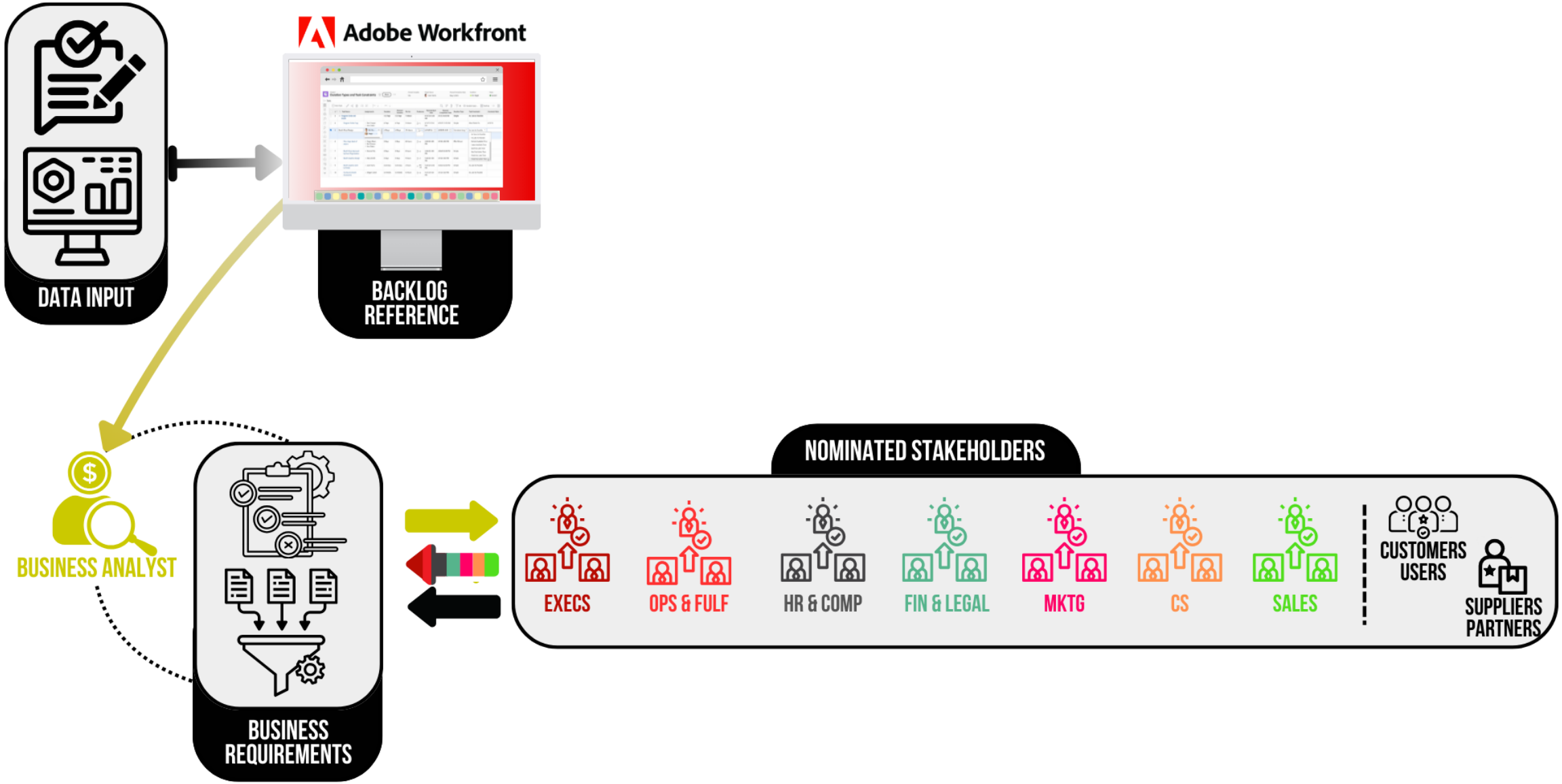

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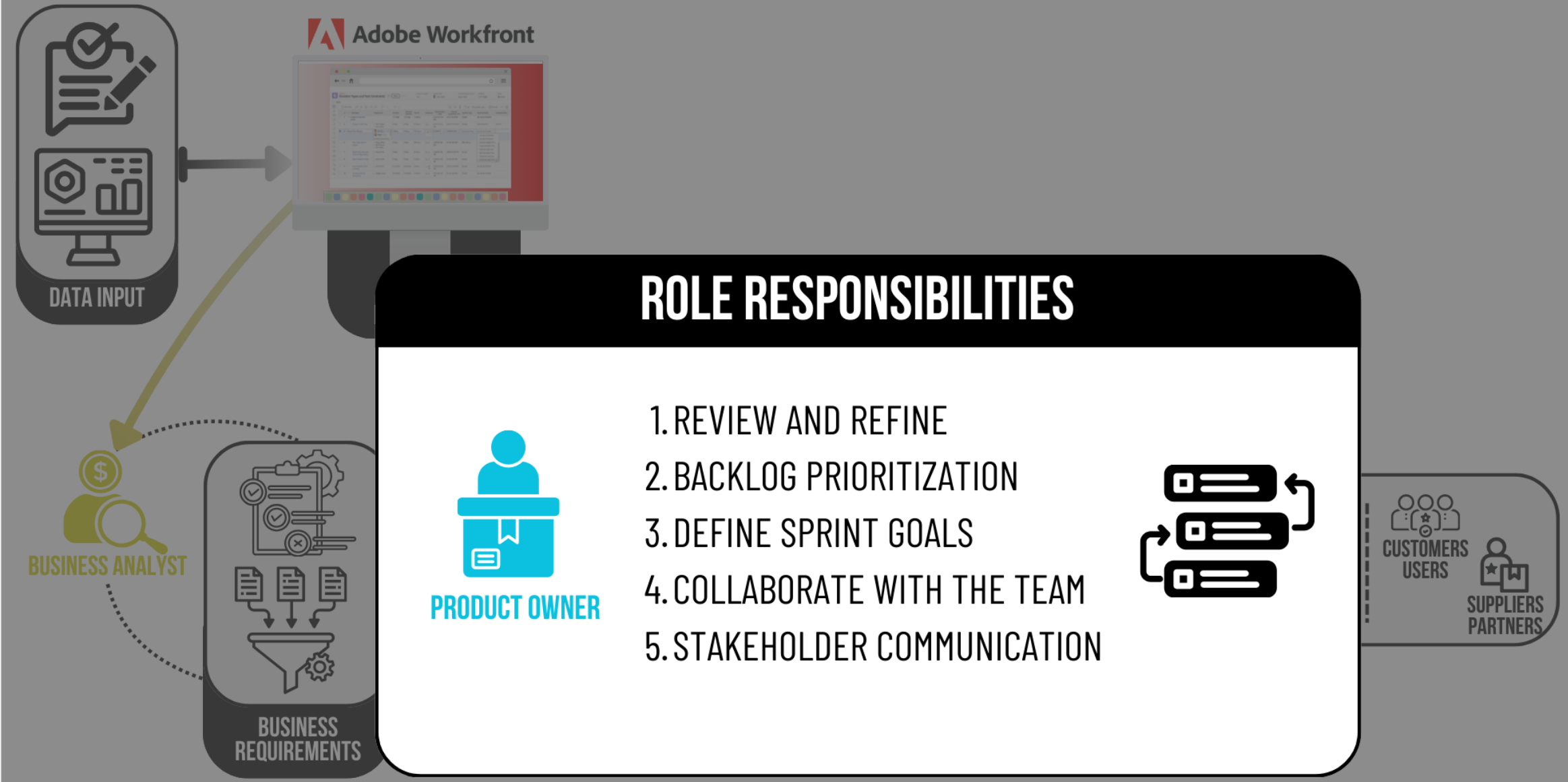

ROLE RESPONSIBILITIES

PRODUCT OWNER

1. REVIEW AND REFINE
2. BACKLOG PRIORITIZATION
3. DEFINE SPRINT GOALS
4. COLLABORATE WITH THE TEAM
5. STAKEHOLDER COMMUNICATION

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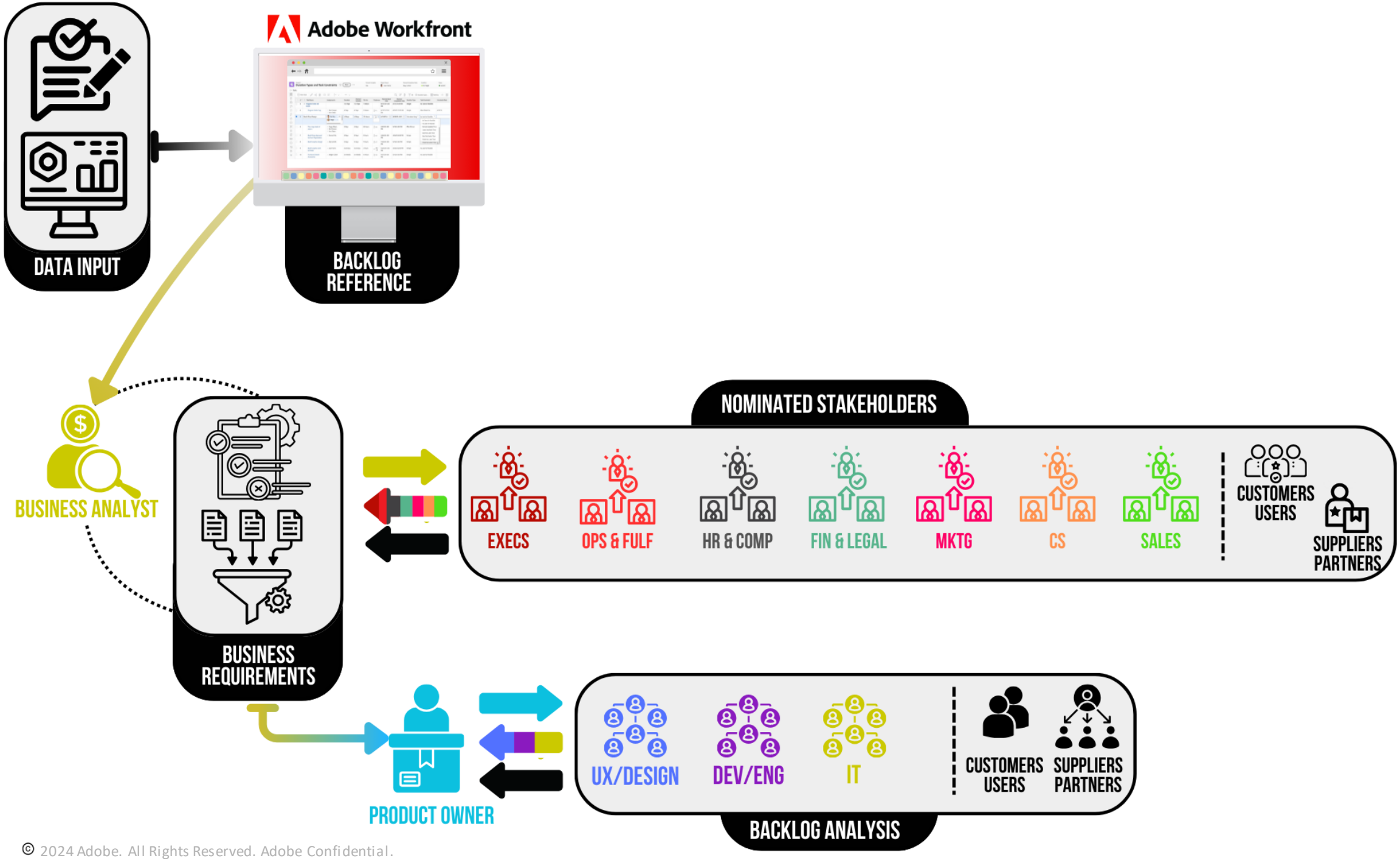

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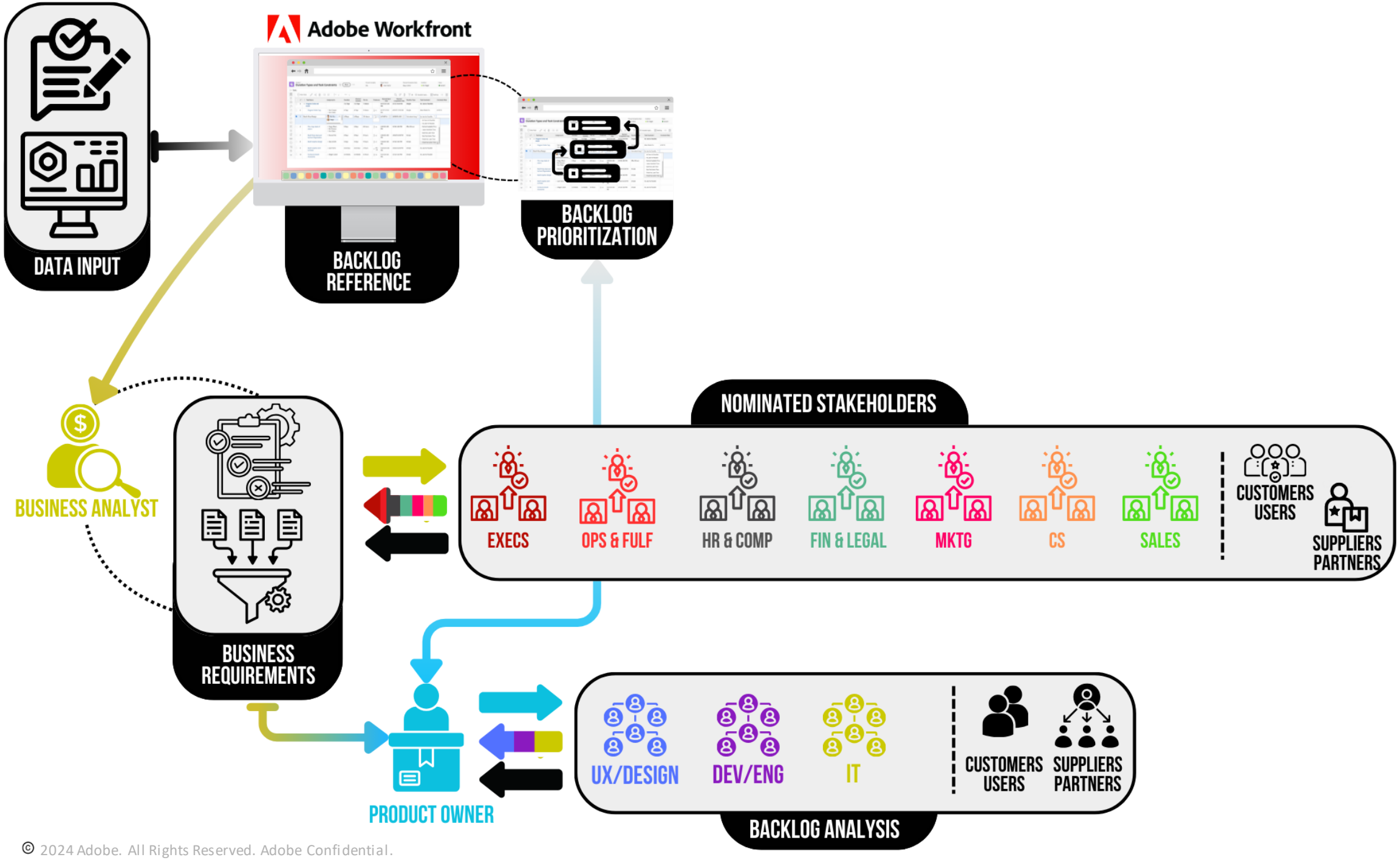

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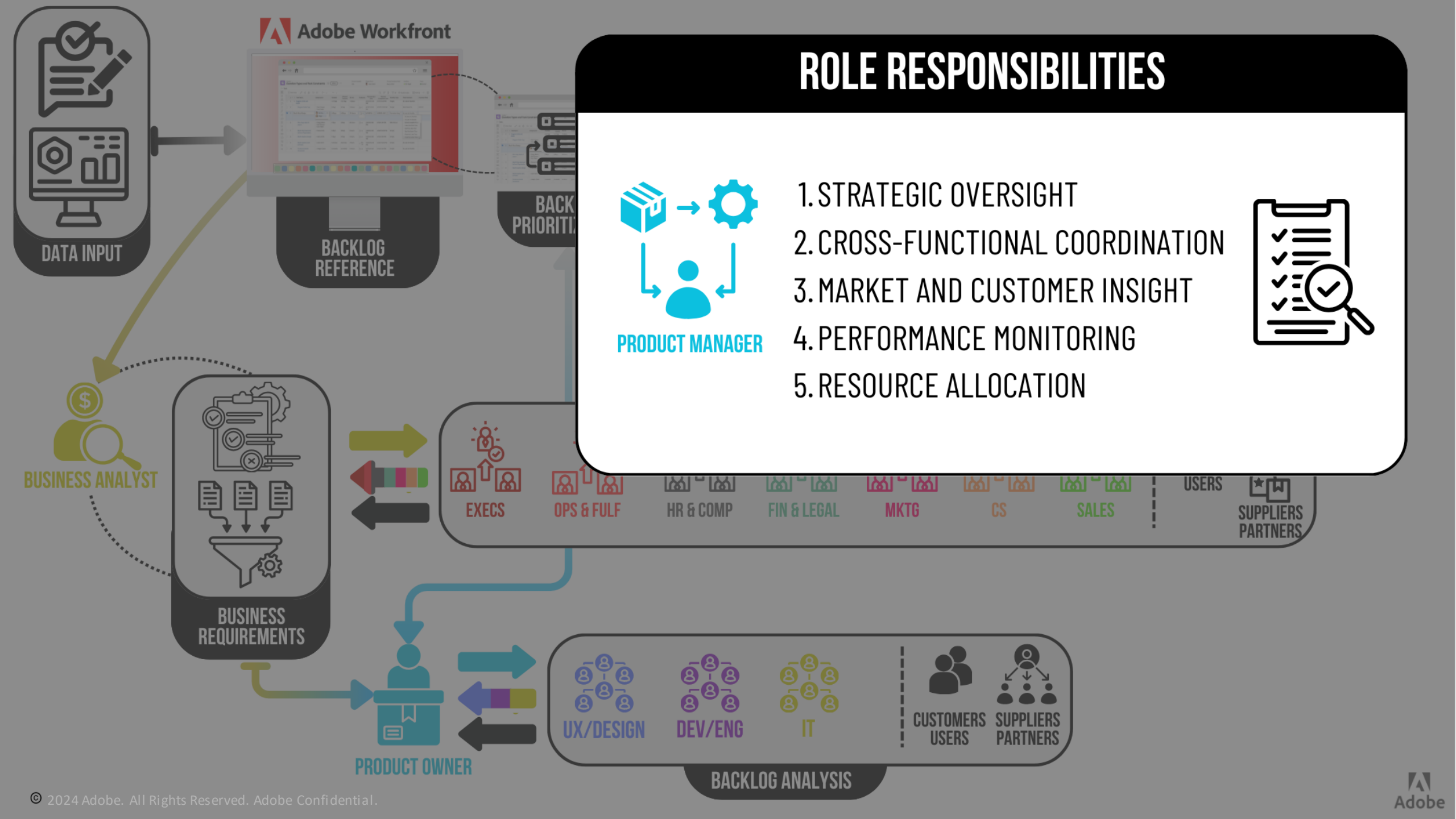

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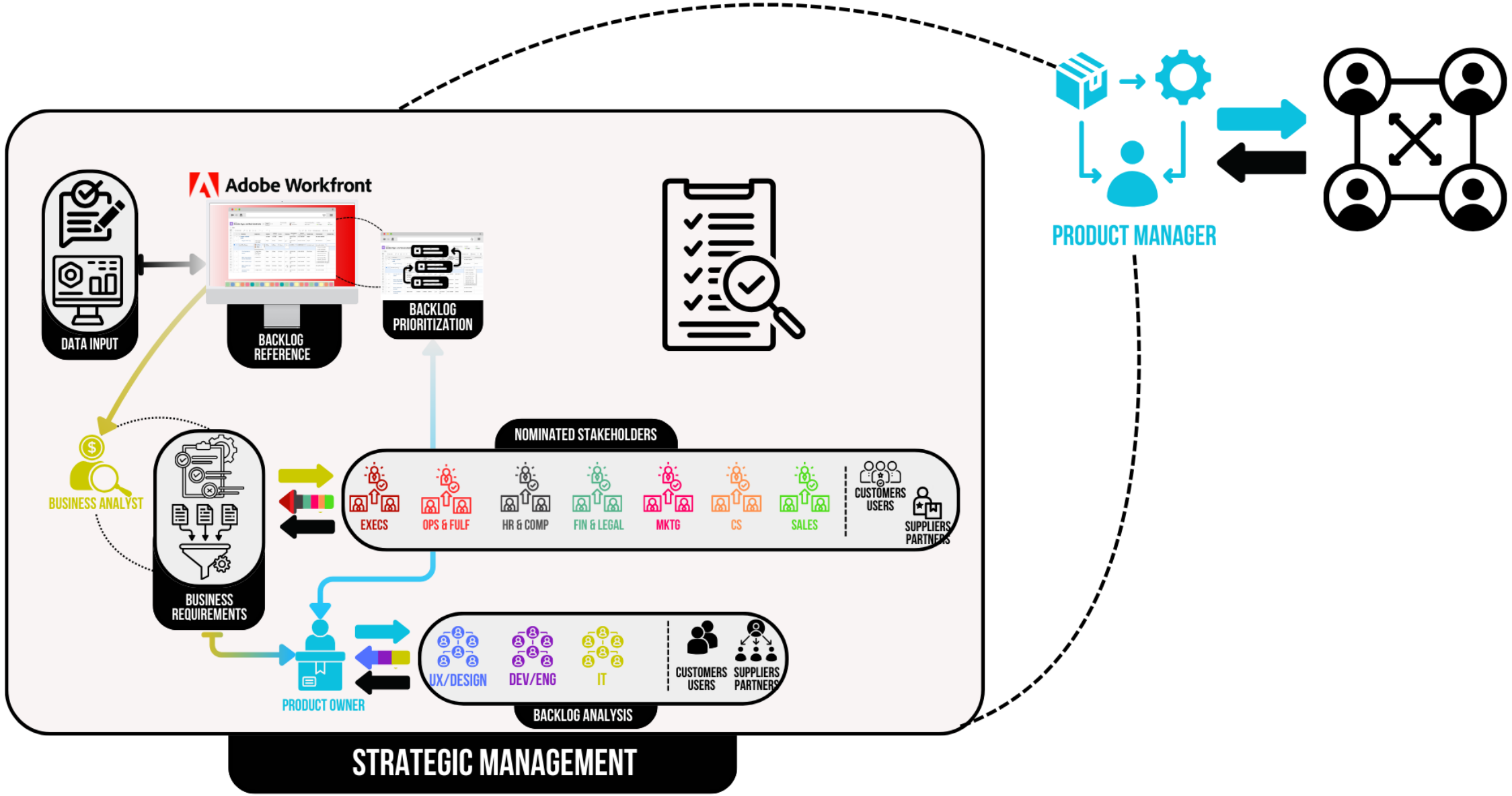

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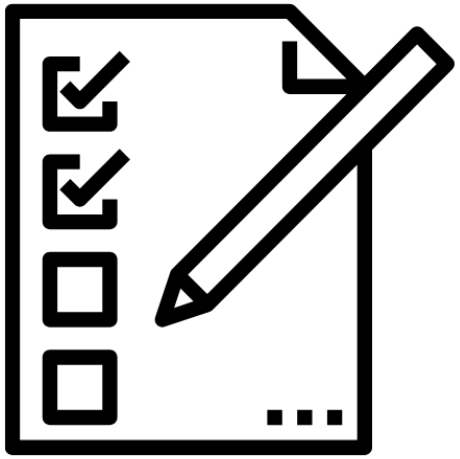
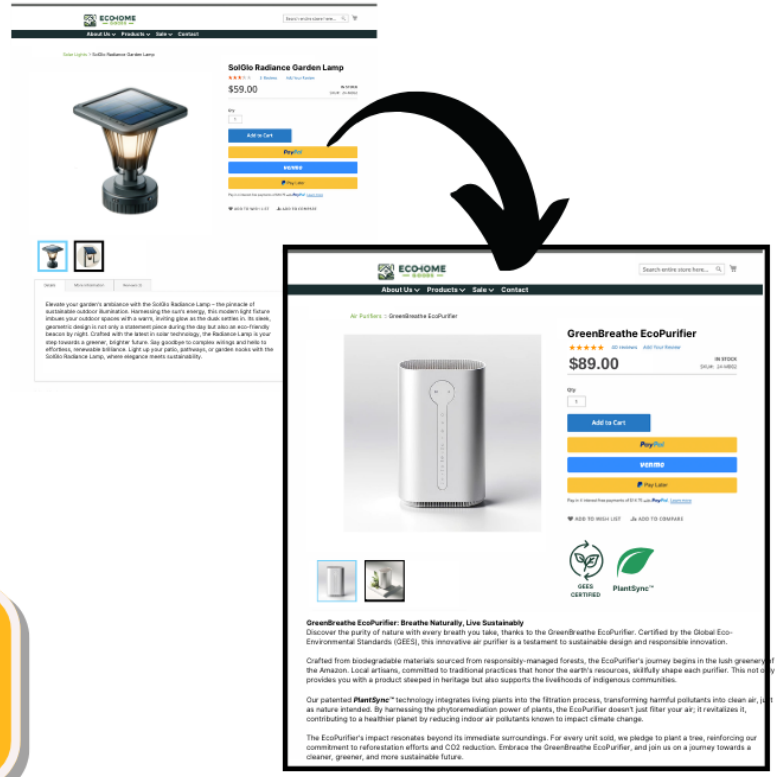
REQUIREMENTS
PRACTICAL EXAMPLE



ENHANCING PRODUCT DETAIL PAGES

REQUIREMENTS & PLANNING



Stakeholder Engagement:
Business Analyst organized workshops with the product team, marketing experts, and external stakeholders, including suppliers and eco-certification agencies. The intention was to understand the nuances of what our customers valued in eco-friendly products.

Requirements Gathering:
Based on these discussions, the team compiled a Business Requirements Document that captured the essence of what they needed to change. It included technical specifications for displaying certifications and an interactive module for customers to see the product's journey from raw material to final product.

User Story Development:
Transitioning from the BRD, the team crafted user stories with clear acceptance criteria. One such story was for customers to view a "product journey" timeline, providing transparency into the product's environmental impact from creation to delivery.

Collaboration with the Product Owner:
I worked closely with our Product Owner to refine these user stories and prioritize them for the next development sprint. We ensured each story aligned with our strategic goal of enhancing customer trust through transparency.

Expected Outcome:
The revamped product detail pages lead to a notable decrease in customer inquiries regarding sustainability, a reduction in page bounce rates, and a significant increase in conversions, affirming the effectiveness of a communication-centric approach in meeting both customer expectations and business objectives.

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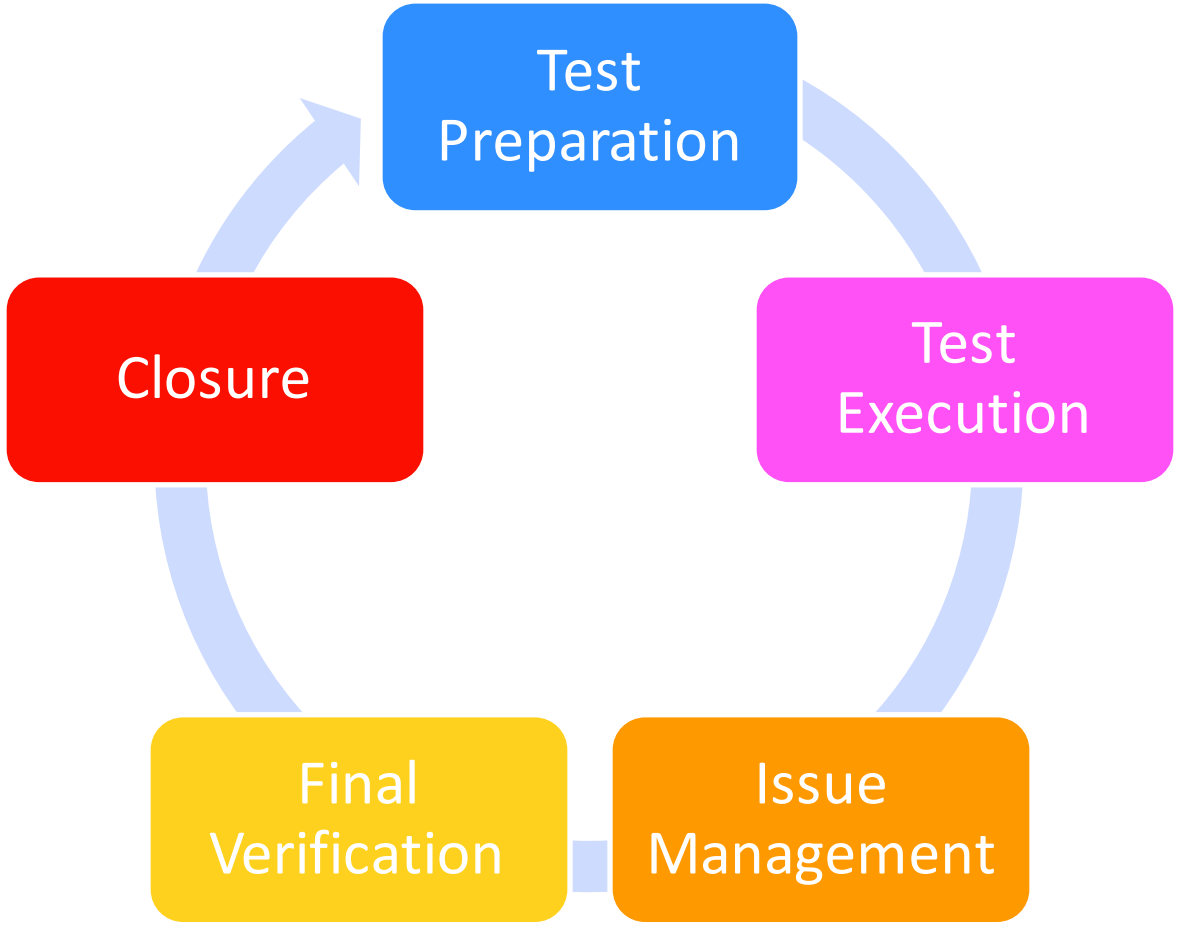
TESTING EXCELLENCE

Testing in Agile SDLC



* As of Nov 2019

TESTING
IMPLEMENTATION

1 REVIEW USER STORIES & ACCEPTANCE CRITERIA

2 PREPARE TEST CASES

3 SET UP TESTING ENVIRONMENT

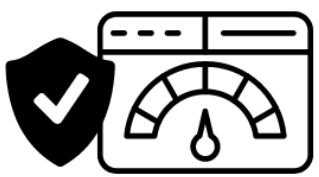
4 AUTOMATE TESTING SETUP

5 EXECUTE TEST CASES

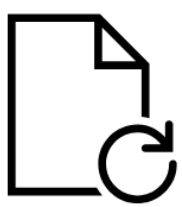
6 LOG DEFECTS

7 VERIFY FIXES

8 REGRESSION TESTING



9 PERFORMANCE & SECURITY TESTING



10 UPDATE TEST DOCUMENTATION

11 STAKEHOLDER FEEDBACK

12 RETROSPECTIVE & IMPROVEMENT

13 SIGN-OFF

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TESTING

PRACTICAL EXAMPLE

ECO-HOME GOODS

REVISIT USER STORIES TO UNDERSTAND THE ENHANCEMENTS' EXPECTED USER EXPERIENCE REGARDING ECO-INFORMATION AND CERTIFICATIONS.

REVIEW USER STORIES & ACCEPTANCE CRITERIA

DRAFT TEST CASES THAT SPECIFICALLY ADDRESS THE NEW ECO-FRIENDLY ATTRIBUTES AND CUSTOMER ENGAGEMENT FEATURES ON THE PRODUCT PAGES.

PREPARE TEST CASES

MIRROR THE PRODUCTION ENVIRONMENT, ENSURING THE TEST ENVIRONMENT INCLUDES THE SAME ECO-FRIENDLY THEMES AND FEATURES.

SET UP TESTING ENVIRONMENT

UPDATE AUTOMATED TESTS TO INCLUDE CHECKS FOR NEW SUSTAINABILITY INFORMATION, USER GUIDES, AND CUSTOMER TESTIMONIALS.

AUTOMATE TESTING SETUP

PERFORM MANUAL TESTING FOR NEW CONTENT AND AUTOMATED REGRESSION TESTS TO CONFIRM OVERALL SITE FUNCTIONALITY.

MANUAL & AUTOMATED EXECUTION

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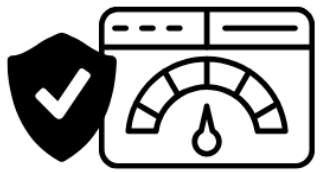
ECO-HOME GOODS

TRACK AND DOCUMENT ANY ISSUES FOUND, RETESTING TO CONFIRM RESOLUTIONS MEET THE UPDATED ECO-FRIENDLY CRITERIA.

DEFECT LOGGING & VERIFICATION



TEST THAT PAGES WITH NEW ECO-CERTIFICATIONS LOAD EFFICIENTLY AND SECURE USER DATA, MAINTAINING SITE PERFORMANCE AND TRUST

PERFORMANCE METRICS

PRESENT SPRINT DELIVERABLES TO STAKEHOLDERS, GATHERING FEEDBACK AND DISCUSSING IMPROVEMENTS IN THE RETROSPECTIVE.

FEEDBACK & RETROSPECTIVE

SECURE APPROVAL FROM THE TESTING TEAM, STAKEHOLDERS, AND THE SUSTAINABILITY CONSULTANT TO CONFIRM READINESS FOR PRODUCTION.

SIGN-OFF

POST-IMPLEMENTATION, WE SAW A 25% INCREASE IN CUSTOMER ENGAGEMENT ON THE PRODUCT DETAIL PAGES, A 15% REDUCTION IN QUERIES RELATED TO PRODUCT SUSTAINABILITY, AND A NOTICEABLE INCREASE IN THE CONVERSION RATE FOR PRODUCTS WITH DETAILED ECO-CERTIFICATIONS AND JOURNEY TIMELINES.

FINAL RESULTS

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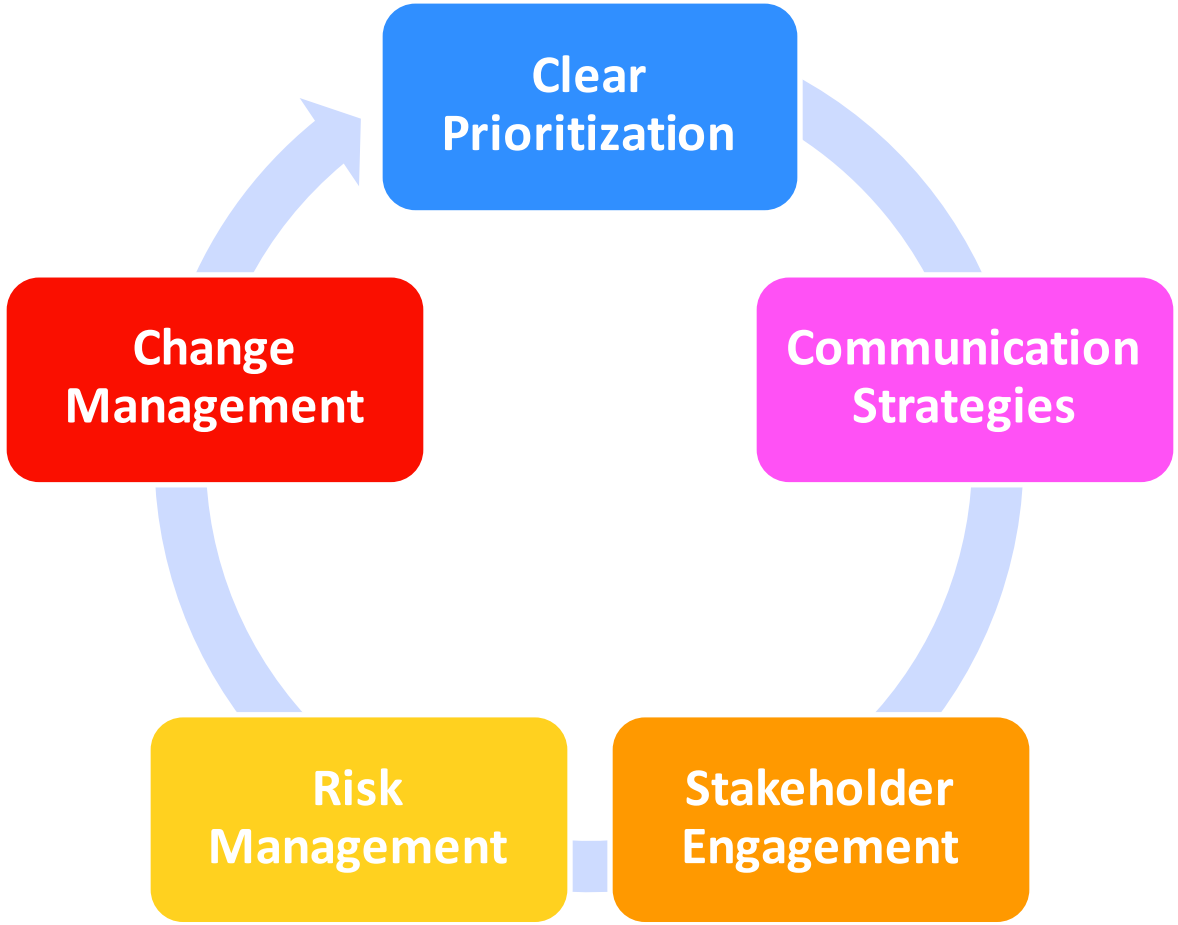
UNIFYING PROCEDURES

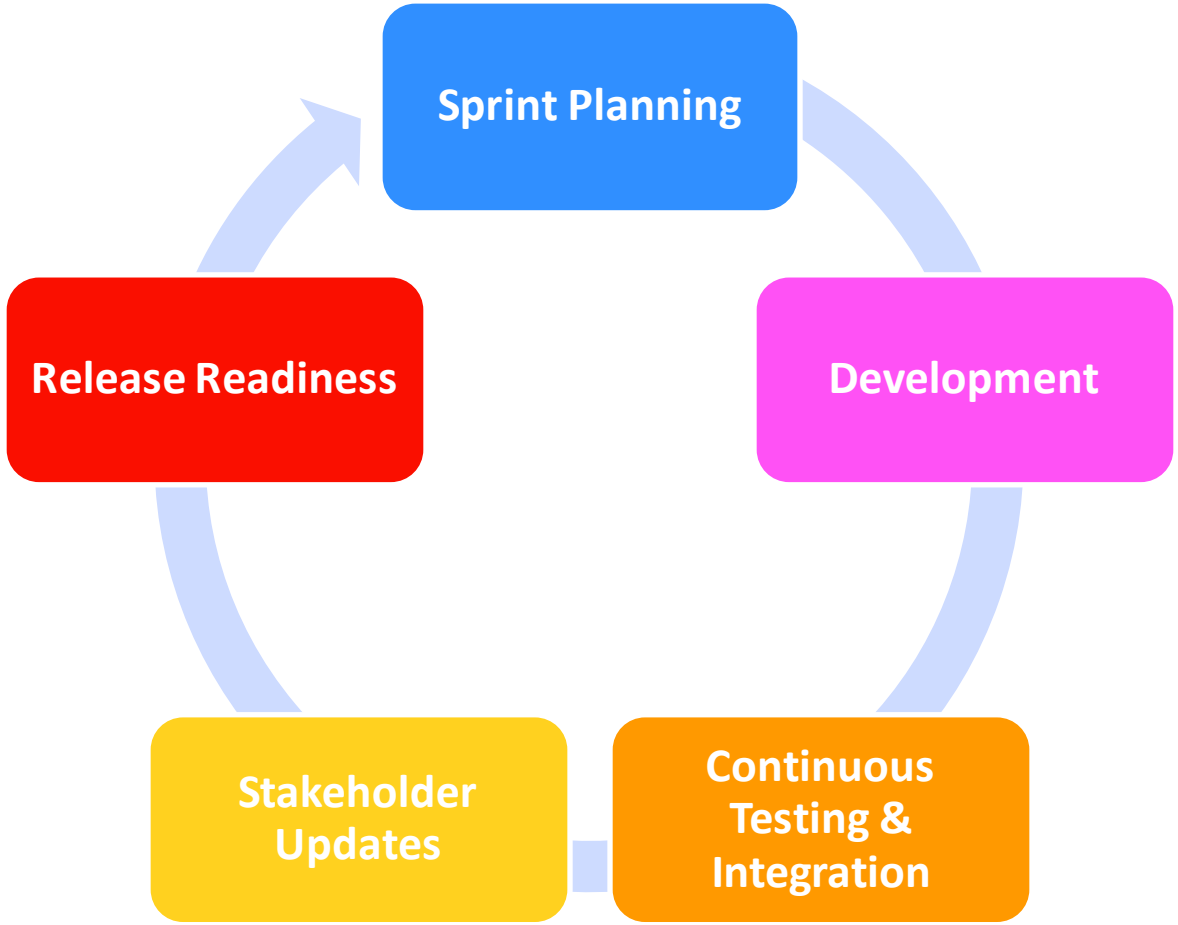
MANAGING DUAL-SCALE PROJECT STREAMS

Optimizations for Dual-Scale Project Streams



* As of Nov 2019

Small-Scale Implementations: Regular Sprint Release Cycles



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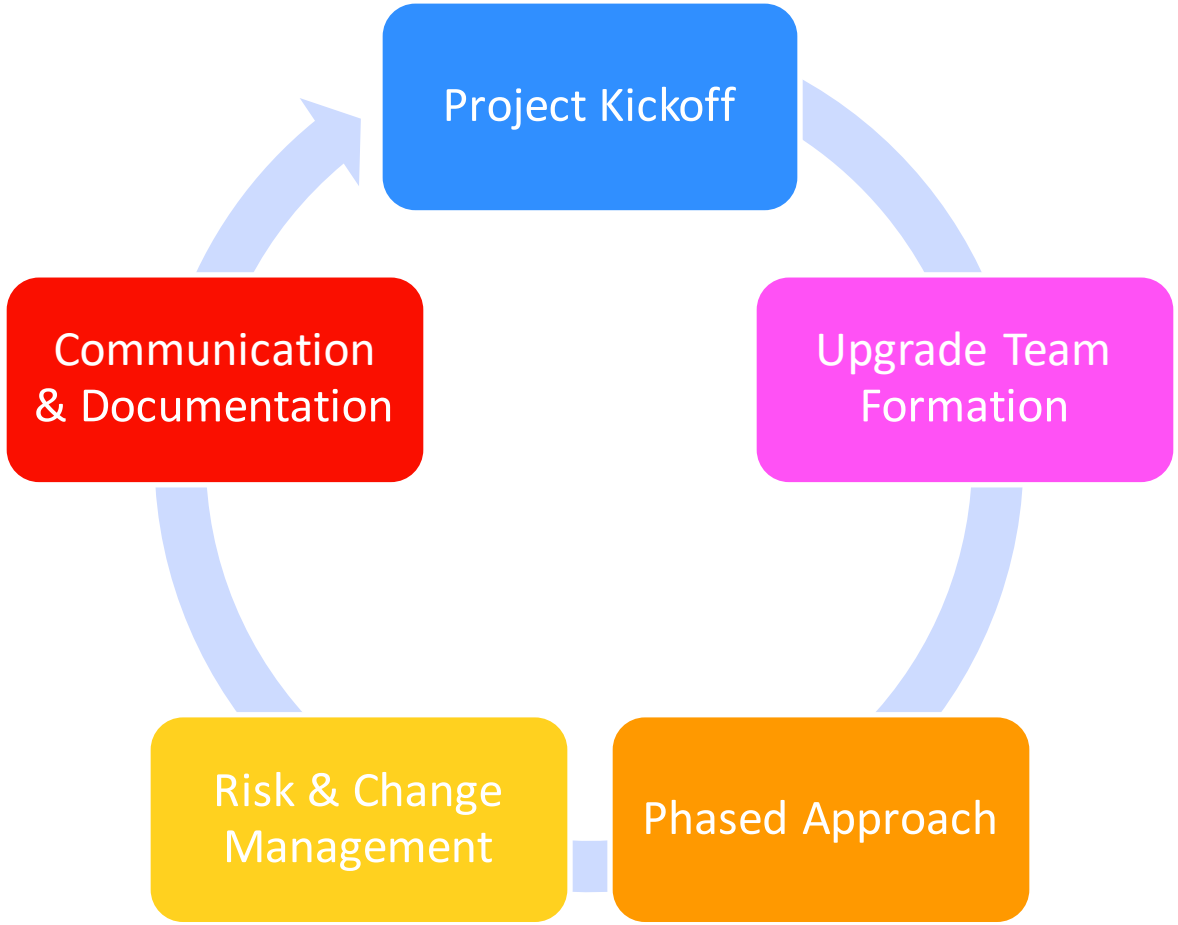
Large-Scale Implementations:
Adobe Commerce Engine Upgrade



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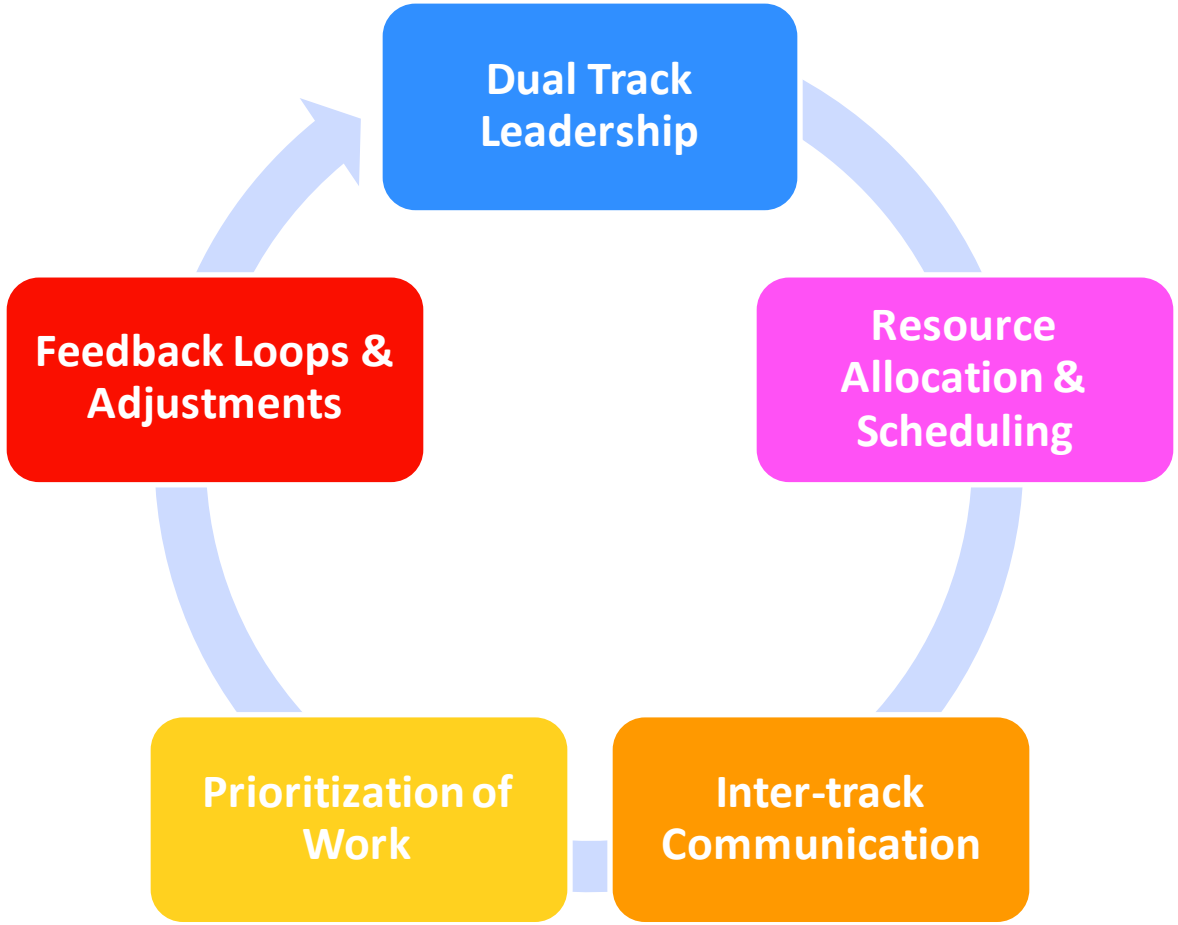
Synchronizing Both Tracks



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Importance of Traceability Matrix During Upgrades

Requirement ID	User Story	Acceptance Criteria	Frontend Test Cases	Backend Test Cases	Integration Test Cases	Defects Logged	Status
REQ-101	As a user, I want the product pages to load faster so that I can quickly view items.	Product pages shall load within 2 seconds.	F-TC-101: Verify product page load time.	B-TC-101: Test database query optimizations.	I-TC-101: Test CDN performance.	DEF-101	Passed
REQ-102	As an admin, I need to manage inventory seamlessly post-upgrade.	Inventory management shall be compatible with the new engine.	N/A	B-TC-102: Test inventory update functionality.	I-TC-102: Test integration with third-party logistics.	DEF-102	In Progress
REQ-103	As a customer, I want to use a one-click purchase option for a quicker checkout experience.	One-click purchase shall reduce checkout steps.	F-TC-103: Test one-click purchase flow.	B-TC-103: Test order processing with one-click.	I-TC-103: Test payment gateway integration.	DEF-103	Resolved

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