

***96% Successful Daily Deploys with
6500+ Functional Automated Tests***

 **TestCon**

x

La Redoute

Antoine Craske

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Biography

Antoine Craske is passionate about strategy, innovation, technology, organization and systems. Leading the IT Development Center in Portugal at La Redoute, with 120+ DevOps professionals. Tech Meetup organizer in Leiria, active in open-source.

Talk

96% Successful Daily Deploys with 6500+ Functional Automated Tests

The acceleration of our digital transformation challenged us on our capability to deliver fast and reliable software. Our e-commerce platform being at the center of our UX, delivering on a weeks basis was not acceptable. We will share the journey and learnings leading us to deliver with confidence on a daily basis our platform with 6000+ functional and automated tests.

Session Keywords



Automation



Functional Testing

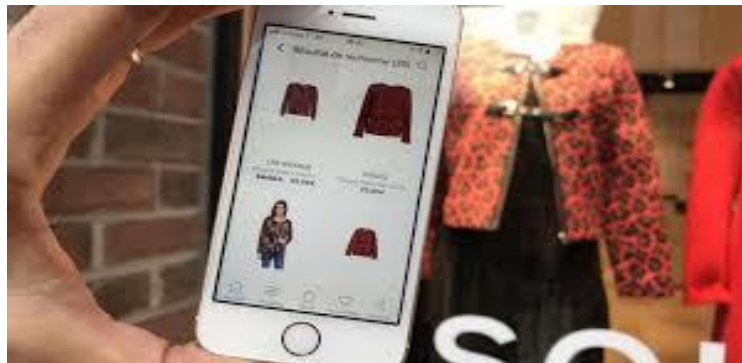
La Redoute ?





Preferred
Family & Lifestyle
Platform













La Redoute
► FOR BUSINESS



La Redoute
• INTERIEURS •

Key Figures

750+m€ sales
European Market
73% Internal Design

99% Notoriety
in France

Top 10 Visited
in France

7m unique visitor/m

96+% Sales
on Digital Channel
50%+ mobile

Most Automated
Warehouse Europe

50 Stores & Corners
Galeries Lafayette
Shareholder at **51%**

Context

Web Delivery

Web Performance

Architecture

Organisation

Takeaways

2019-Beyond

Phygital
Reactive and new UX
AI, Automation

2018-2019

Omnichannel
GL Ownership 51%
Stores Acceleration

2013-2017

e-commerce
La Redoute exits PPR
4 years to transform

< 2000
VAD

2000
Web

Transformation Imperatives

E-commerce player

60% to >90% online

**X10 faster collection
cycle-time**

**2 => 20
catalogs/year**

**Operational
Excellence**

**1.5 day to 2 hours
order processing**

**Develop and scale
new business
models**

Home, MKP, ideas

Transformation Imperatives

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Home, MKP, ideas

**Accelerate Web
Delivery &
Performance**

**Architecture to be
faster and more
flexible**

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Initial State



.fr



.intl

Double specs & coding

Platform Choice



Migration



m.laredoute.xy
laredoute.xy

Single implementation



Optimisation

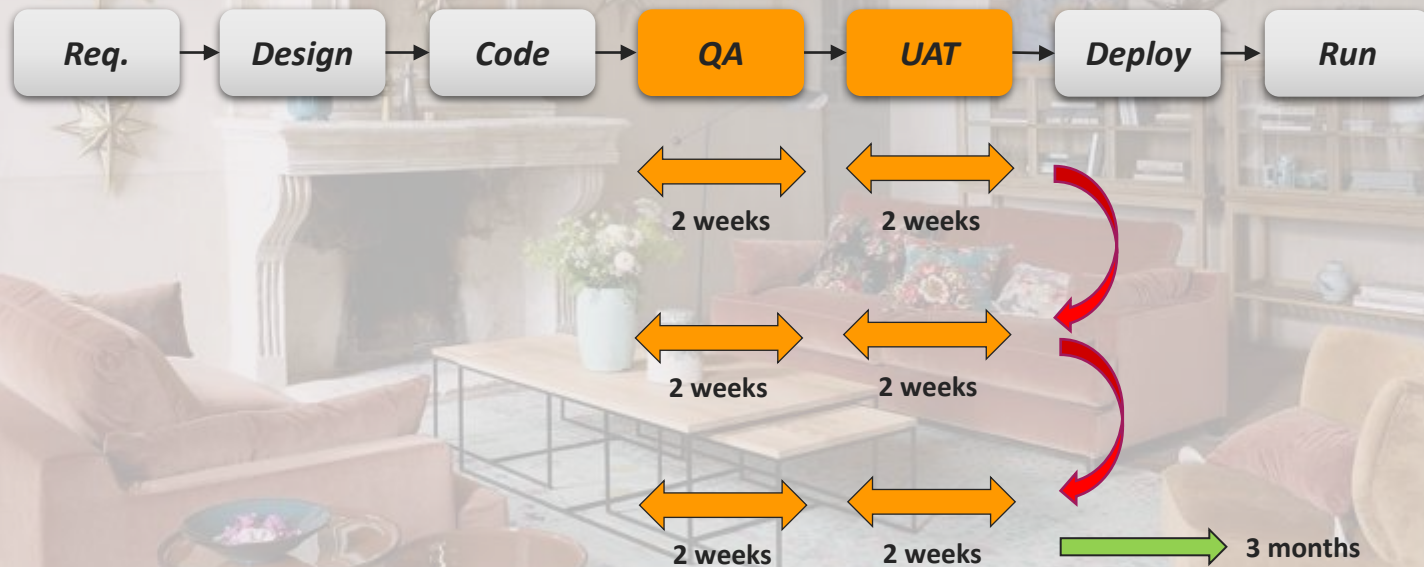


laredoute.xy

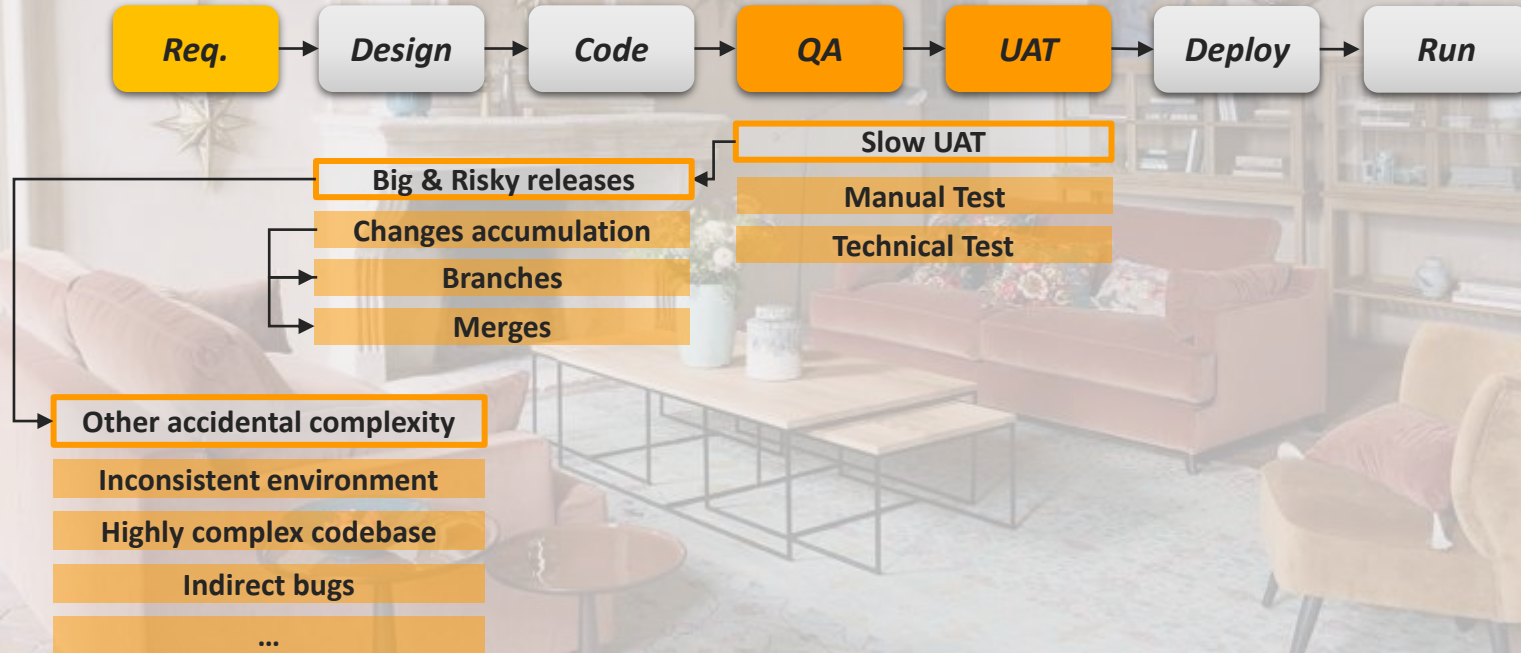
Mobile-1st 100% responsive



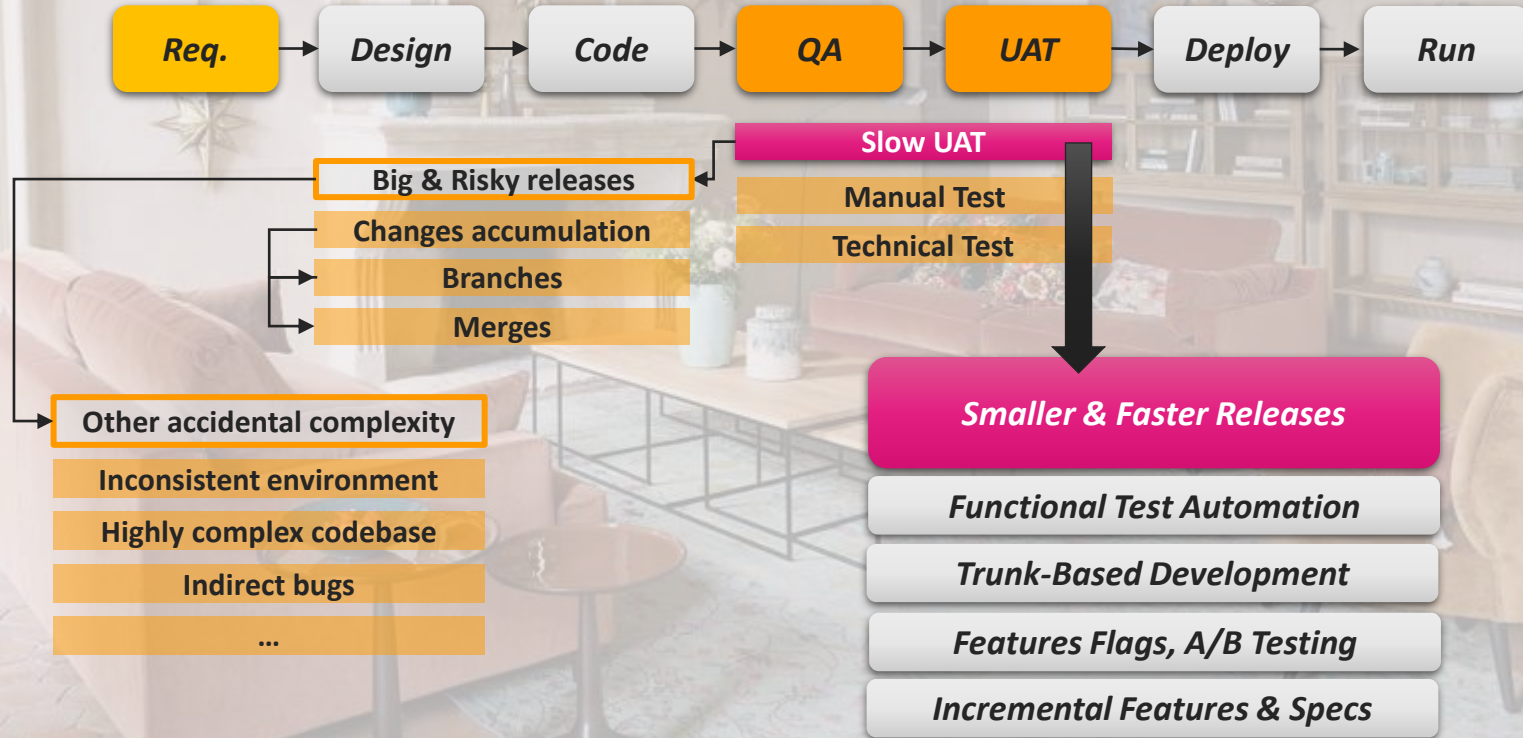
Our Web Delivery was slow down mainly on the Testing Phase



Accidental complexity was creating symptoms over the value-chain



We decided to address Testing for improve our releases speed and quality



Smaller and Faster Releases Principles

Functional Test Automation

Confidence to deliver with UX tested

Automate boring, slow, repetitive manual testing

Design tests for reuse and maintainability

Trunk-Based Development

Limit WIP, reducing overhead, accumulation

Remove branching accidental complexity

Features Flags, A/B Testing

Decouple deploy from activation

Early and gradual feedback

Incremental Features & Specs

Think incremental experience and value

Identify hypothesis and data points

The delivery process was changed to delivery every day incremental value

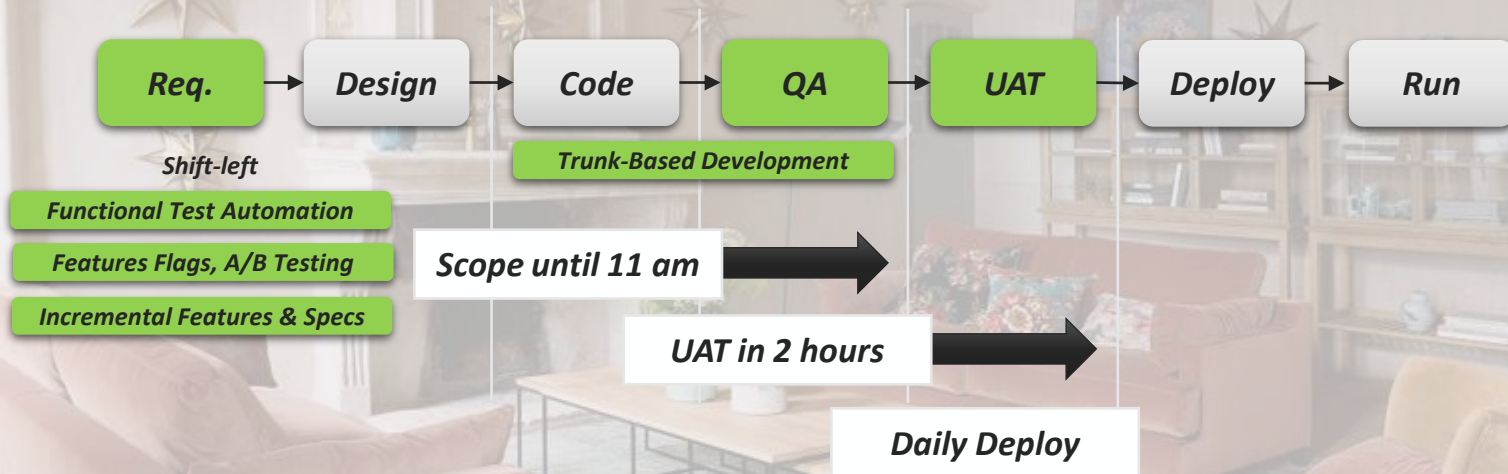


Functional Test Automation

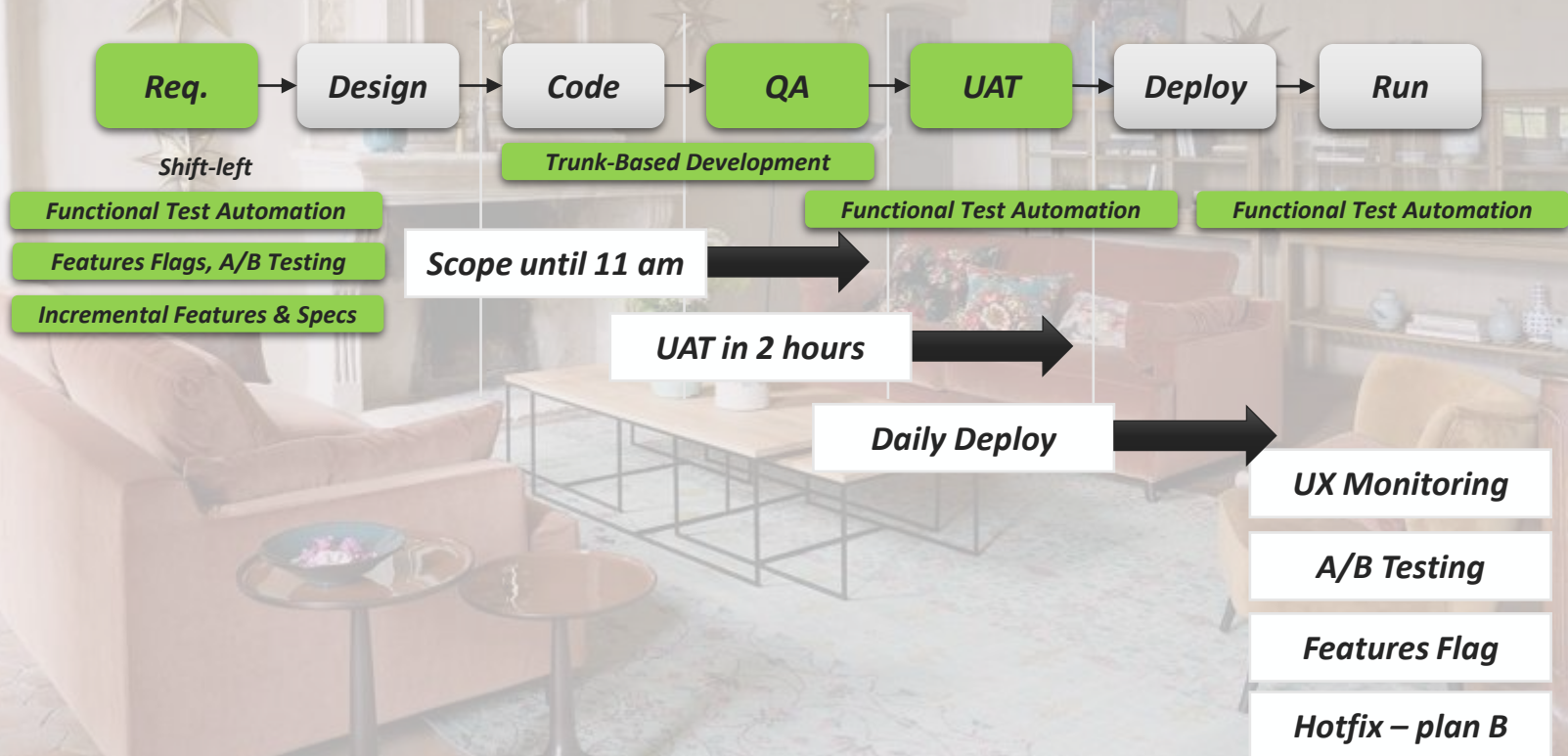
Features Flags, A/B Testing

Incremental Features & Specs

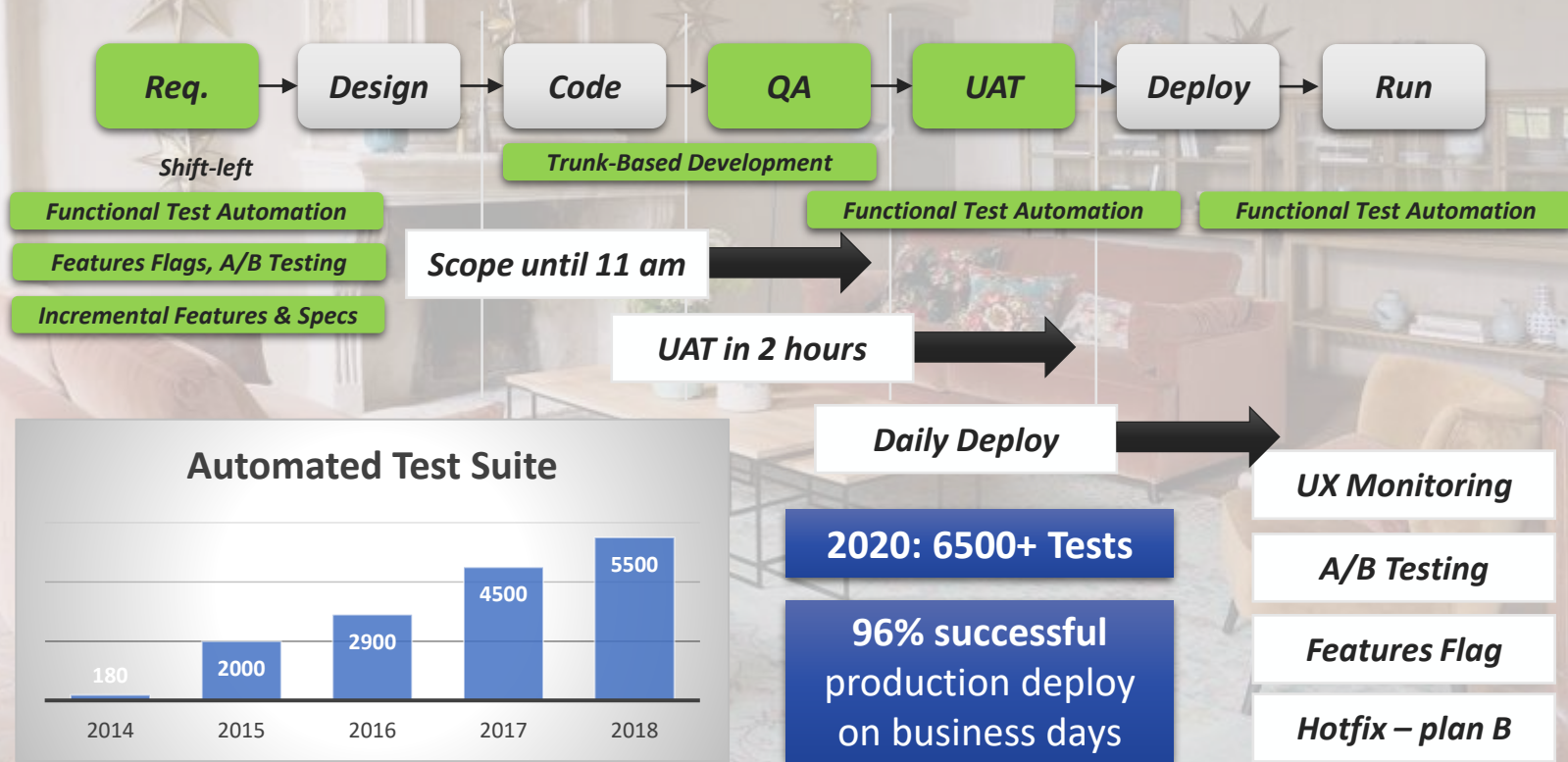
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The delivery process was changed to delivery every day incremental value



Our Test Strategy relies on End-to-End Functional Testing as a priority

La Redoute Test Pyramid

Exploratory Testing

Functional Testing

End-to-End User Experience
Component Features

Integration Testing

Unit Testing
Code Architecture

Manual
Books

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Functional tests are also running in Production with alerting threshold

BE	CH	ES	FR	IT	NL	PT	RU	UK	VI
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	6017A - OK		6017A - OK						
			6018A - OK						
			6020A - OK						
			6021A - OK						

Running Customer Oriented Tests in Production supports UX performance

What we do

0013C - Homepage

Scope : Desktop + apps

Frequency : Every minute

SLO : OK and x ms

6001A - Login

Scope : Desktop + apps

Frequency : Every minute

SLO : OK and x ms

6001M - Create Account

Scope : Desktop + apps

Frequency : Every 5 minutes

SLO : OK and x ms

Main benefits emerged from this practice

Business & IT Collaboration

Common KPIs and facts, increased transparency and trust

Tests Stability

Flaky test ratio through all environments for value and low noise

MTTA & MTTR

Variance detected early at any time, easier to reproduce

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We evolve to a single platform, accelerating delivery through our journey

Initial State



.fr



.intl

Double specs & coding

Ideas every 3-6 months

Releases every 2-4 weeks

2 weeks QA

Migration



m.laredoute.xy
laredoute.xy

Single implementation

Ideas every 1-3 months

Releases every 1-2 week

1-2 weeks QA

Optimisation



laredoute.xy

Mobile-1st 100% responsive

Ideas every week/month

Releases every day

2 hours QA

We now need to parallel faster experiments and UX ensuring quality

Optimisation



laredoute.xy

Mobile-1st 100% responsive

Ideas every week/month

Releases every day

2 hours QA

Limiting Factors

Architecture for parallel scaling

Campaign Execution 40-60min

Manual Test Analysis

Growth



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Omnichannel & Personal

Reactive Micro front-ends

Elastic Test Pool (K8S)

Explore ML/Statistics/AI

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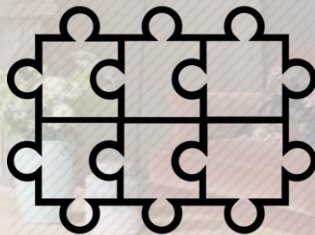
2000
Web

Aligning the organisation on the transformation objectives was key

Start with Help



Make it repeatable



Expand gradually



2014-2016

Test Expertise

Initial Automation & Tooling

2017-2018

Business & IT Quality Owner

Test Training & Center

2019-2021

Digital Quality Owner

Testers per Feature/Functions

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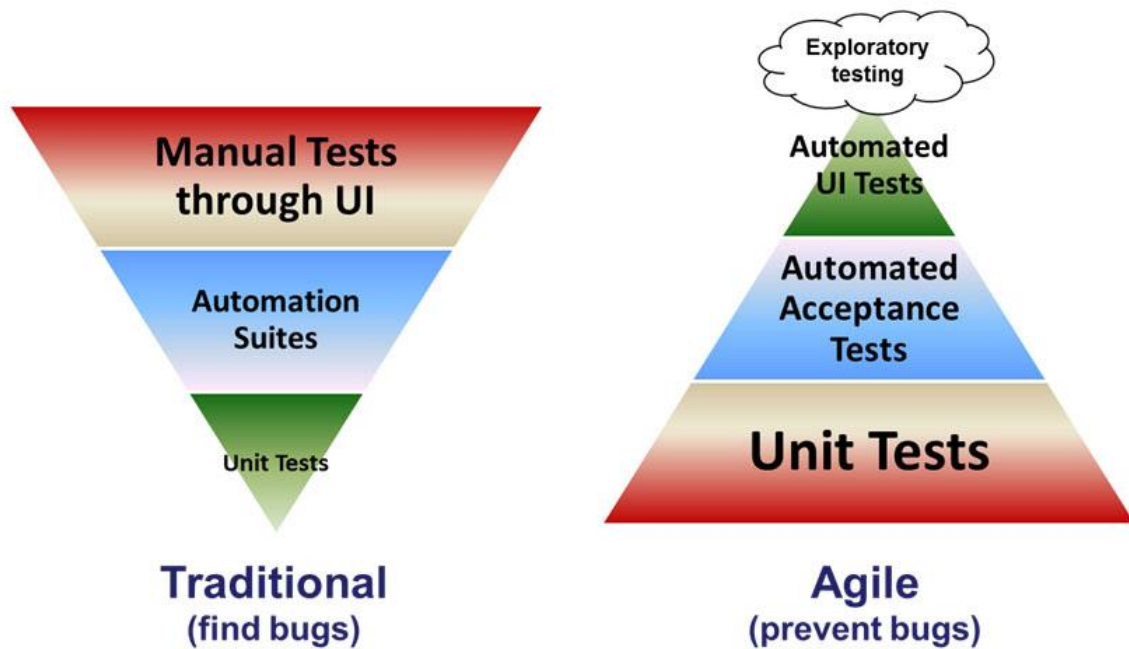
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The Test Pyramids are not necessarily the answers in your context



Step Back on the Big Picture First

Front



Data



Back



**What is YOUR Starting
Point and Target?
Problems to be solved?
Transversal? Localized?**



Portal

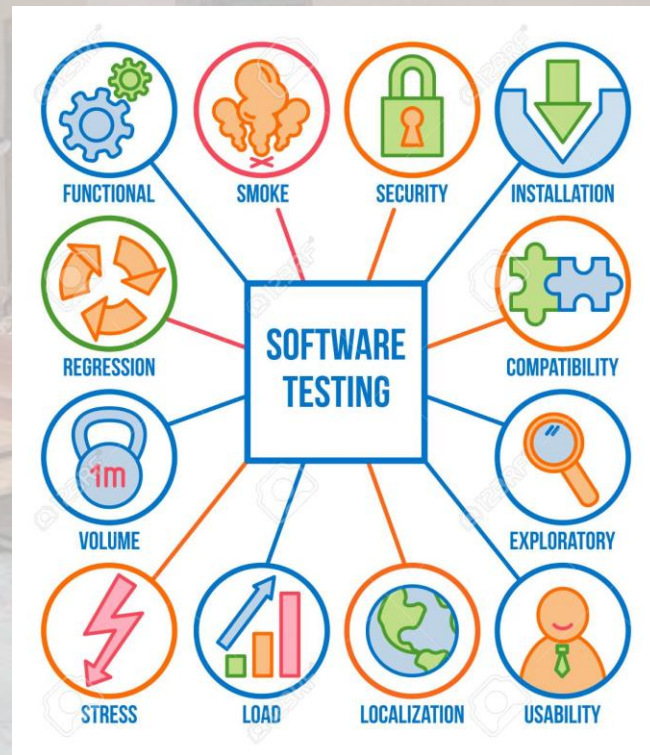


Clarify Your Objectives



Which types of testing
do you need?

Integration, Data and
Environments strategy?



Key Takeaways

- 1 Align **YOUR** Test Strategy on **YOUR** context and objectives
- 2 Invest time in **Research**, problem definition, design, systems
- 3 **Push Quality & Testing** a transversal imperative and necessity
- 4 Focus (only) on **Limiting Factor** with data for fast feedback loops
- 5 **Don't be afraid to compose** your own process & tooling, iterate

Thank you 😊

 TestCon

x

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