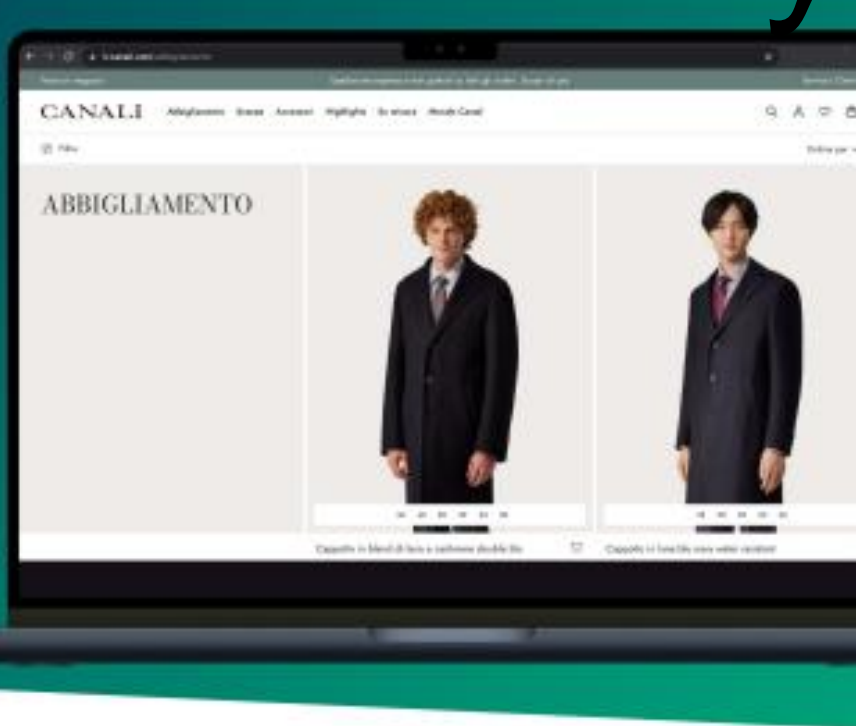


# Machine Translated by

## CASE STUDY

### Optimize an eCommerce

### global: the challenge of UNGUESS and Canali



Through extensive testing and customer feedback, **UNGUESS helped Canali** refine the online shopping experience in several countries, through **bug hunting tests**, analysis of the shopping and returns experience, as well as text and translation evaluations



«UNGUESS was instrumental in enabling us to offer an excellent shopping experience and consistent in the countries in which we operate. They offered us rapid and effective 360° support.»

**Fabio Tucci**

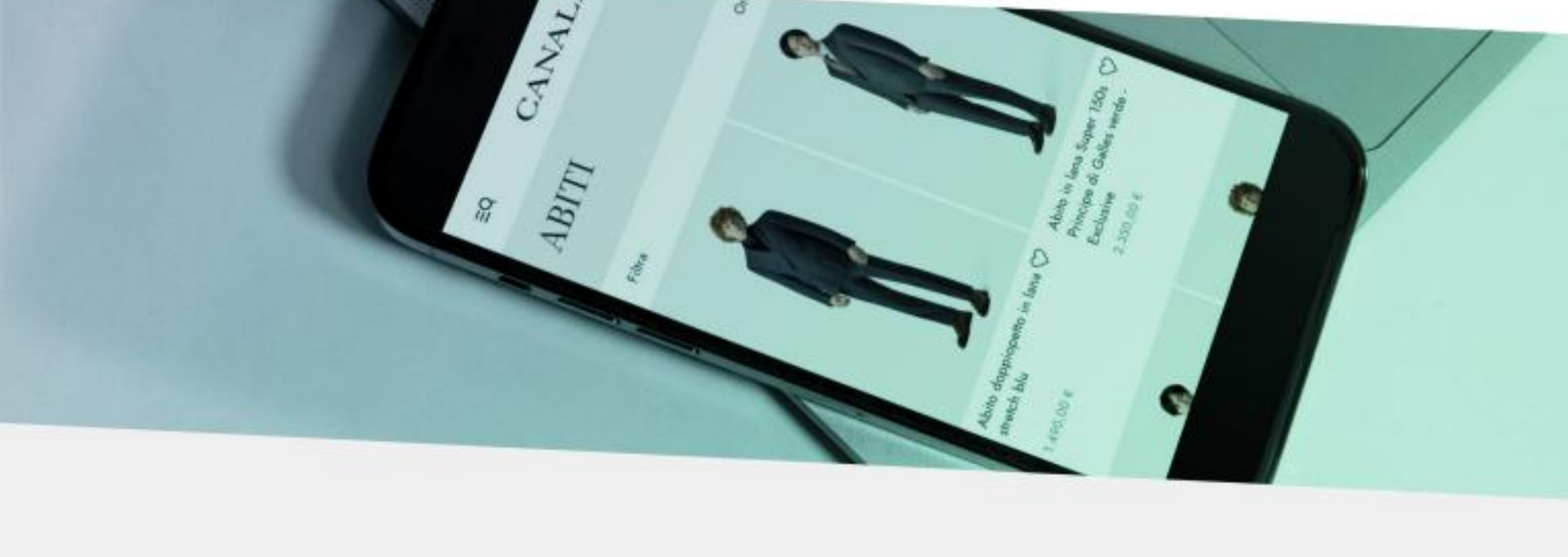
eCommerce and Digital Sales Manager  
Channels

## THE CLIENT

# CANALI

Canali is a specialist in men's luxury, tailored and leisure garments, and a witness to typically Italian elegance. Since 1934, it has promoted artisan tradition and Made in Italy by combining culture and history with elegance and style to create true masterpieces of exceptional wearability and comfort every time. A third generation family company, Canali has 5 production centers all in Italy and over 1500 employees worldwide, of which 950 in the manufacturing area.

In addition to its 190 boutiques, the brand is also present in over 1000 retail stores in more than 100 countries around the world.



## THE BACKGROUND

A competitive and global online presence at the center of a sustainable growth strategy

With the rapid evolution and **increasing competition** in the online fashion industry, Canali has faced the challenge of **improving its e-commerce platform** to meet the expectations of customers from all over the world.

The desire to provide **an impeccable shopping experience**, respecting cultural and linguistic preferences, led **Canali** to collaborate with **UNGUESS** to ensure a **competitive online presence** and enable **sustainable international growth**.



## THE PROJECT

To address Canali's needs, UNGUESS conducted bug hunting tests and collected detailed feedback from customers in several countries, including United States, United Kingdom, France, Germany, Italy, Spain and other European Union countries



## THE METHOD

**Bug hunting tests combined with in-depth experiential analyses, from navigation to returns**



### Countries involved



UNGUESS' s testing approach was meticulous and structured. The project was divided into **several phases**, each of which involved **specific tests** and **in-depth evaluations**.

The methodologies used included **bug hunting tests** to identify and resolve **functional defects**, detailed analyzes **of the purchasing and returns experience**, as well as an in-depth evaluation of texts and translations in the target languages. Each phase was supported by **specialized testers and technical resources**, ensuring complete coverage of the various aspects of the project.



## THE RESULTS

Thanks to the targeted approach and synergistic collaboration, UNGUESS and Canali have identified and resolved almost 300 unique bugs, including 119 impacting the User Experience

**294**

unique bugs

**119**

typo, graphics, usability issues

**35**

testers involved

**More than 110 UX frictions** (translation errors, graphics or usability issues) **have been removed**, ensuring a smoother and more satisfying purchase flow for customers. The revision of the texts and translations has helped to ensure consistency and clarity in communications, further consolidating Canali's presence on global markets.

Through a structured approach and careful collaboration, UNGUESS has played a crucial role in **transforming Canali's e-commerce** into a **globally competitive platform**, improving the quality of the software and creating a **flawless shopping experience** for customers in different countries.

**Don't guess, smart test.**

Discover our Testing services

BOOK A DEMO



UNGUESS was the first in Italy to use the crowdtesting methodology to optimize the quality, security and user experience of companies' digital products and services.

Thanks to the **crowd** and the integrated technological platform, UNGUESS is able to quickly and effectively offer **relevant tests, insights and feedback** because they come from highly involved real people and from a large variety of devices and digital interfaces available, and cybersecurity in the Crowd field.

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