



CarbonCopies AI
Test your app with your users' autonomous ideas

Testing software is tedious and expensive




You tried to look into automation but...



Meet your new testing team:

AUTONOMOUS AI TESTERS



CarbonCopies of your real users

NEW USER MACV (18)

- 100% REAL USER
- 100% REAL BEHAVIOR
- 100% REAL FEEDBACK
- 100% REAL IDEAS

Adjust and train to best represent app behavior


NEW TRAINING USER MACV (18)

- 100% REAL USER
- 100% REAL BEHAVIOR
- 100% REAL FEEDBACK
- 100% REAL IDEAS



Generate test cases from designs



Autonomously interact with & test your app



Summarize insights and bugs in your existing tools

Visit us at **CarbonCopies.ai**

Categories	Test Cases	Owner	Priority	Status	Start date	URL, screenshots, video	Notes
Navigation/links	Ensure that your landing page is - immersive with lively video/video/magery - headline copy explains your store clearly to your main user segment - main call-to-action is strong and prominent	Name	P0	Not started	dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Ensure that marketing UTM persist throughout when the visit is from a marketing distribution (especially if there are page redirects)	Name	P1	In progress	dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Verify that all main navigation menus and submenus are present and accessible - Are they cluttered? Categorized or arranged in a manner that make sense to user segment? - For mobile: is it intuitive to return to main landing page?	Name	P2	Blocked	dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Test each navigation link to ensure it leads to the correct destination page. Check for broken links or redirects.	Name	P3	Completed	dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	For all pages: Scroll through the page, is the top navigation sticky?	Name		Failed	dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	For all pages: Do you use anchor links (e.g., https://www.carboncopies.ai/#wf-form-Request-Demo-Form?) if so, check if the link scroll to the correct sections on your landing page	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Verify if external links open in a new tab or the same tab? Bonus: Pros and cons of having ext link open in new tab (desktop vs. mobile e-commerce considerations)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Ensure that the website footer links are functional, information is up to date	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	For all pages: Toggle test the country and language selection options if any - Are the page only partially translated? - Are translated copies too long/has odd alignment?	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Verify that links to social media get routed to your respective social media	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Check the "Contact Us" form submission triggers notifications and is routed to designated folders and right personnel	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Navigation/links	Try back button, forward button, and check if the page state (signed in, product in cart) changes	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Compliance	Cookie consent for GDPR compliance: does it appear in the home page for new users?	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Compliance	Cookie consent: Are there multiple pop-ups/banners? (e.g., your rewards/promotions or CTA to install mobile app) Bonus: How to prioritize landing page popups	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Compliance	After tapping on Cookie consent accept & reject buttons, landing page should be accessible	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Compliance	More Cookie consent: - Only strictly necessary cookies could be set immediately. The setting of the non-essential cookies should be delayed until after users give their consent. - Cookie walls are not allowed (can't stop access to your website even if users reject use of cookies) - More GDPR cookie requirements to test that we won't cover in exploratory testing, reach out to your compliance team!	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Understand how different user segment search for items in your website (keyword - black dress or contextual - date night outfit)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Verify the accuracy of product recommendations on the homepage for specific user segments (especially if you have personalization engine)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Verify search results for relevant and accurate matches (both copy and images) See non-optimal example here	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Validate search filters and sorting options. Test with a combination of advanced filters/sort	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Check pagination or infinite scrolling for search results.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Verify search suggestions or auto-complete functionality especially for common search terms that your users use. Do they make sense?	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Test search results when no matches are found. Best practice is to present recommendations of similar existing product!	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Search for out of stock products. Verify that the inventory status is reflected	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Search history: if enabled, test that search history is preserved and can be removed	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Search & rec	Test searching with special characters in the query or long query	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Verify that all product categories you have are listed and the default sorting work for the intended user segment	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Verify that product images matches the title and description. Ensure that title and descriptions copy are optimized!	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Expected proportion, size, image quality, load time? In both mobile and website Bonus: In the CMS, ensure that there are validation on format/size/quality of images and videos to be uploaded	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	For image carousel, click through to ensure minimal loading time and image quality	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Zoom in functionally! Especially if you have a screenshot of nutritional information	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	For product videos: - Quality: is it blurry? - Controls: Can user fast forward, pause, scrub to a specific time stamp, zoom in?	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Bonus: Optimizing videos vs. page load and implication with SEO	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Store locator: Are the addresses accurate? On mobile, can you open it to google maps?	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Ensure that youtube or other embedded video works	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Ensure that video sound is default turned off	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Ensure that animations (ottie files or gifs) are rendering correctly	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	If you have reviews and ratings. Ensure that they are accurate and ratings to be surfaced up even in the product listing Bonus: User perception of product ratings	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Ensure that out of stock indicators are accurate and dynamic	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	For out-of-stock products: Test the "Notify Me" button	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Verify that product categories are correctly displayed on the homepage.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Test the sorting/filtering options on the product listing page (by category, price, combination of both) for user segment specific behavior	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	If you have scarcity feature such as x number of people are looking at this item (or z number of people have purchased), ensure that they look credible	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Verify that prices and promotion prices are correctly displayed	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Localization/Accessibility	Verify that localized prices are correctly displayed and in denomination that makes sense e.g., Indonesia Rupiah in denomination of '000 (Rp 99,000), India Lakh	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Test the product comparison feature from the lens of specific user segments (what features do they care the most?)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Test hover or "Quick View" feature for product details if any. Ensure that UI/UX are not cluttered	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Ensure that color, size variation and options match the images displayed in the product page	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Product listing pages	Check interaction between "Quick View" and Full product details page. Verify that it opens when a product is clicked.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test adding a product to the shopping cart.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that the cart icon updates with the item count. Best if there is animation or if the cart is expanded when you added items into cart	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test removing a product from the cart by subtracting the amount and by delete functionality in cart	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that the cart total is correctly calculated (indicate if it is pre-tax and pre-shipping)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test updating the quantity of items in the cart, corresponding total, taxation amount and free shipping eligibility should also update	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test adding large quantity input. Test maximum thresholds for each product if you set one. Does it check against inventory and ensure that you are not backordered?	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that discounts and coupons are applied correctly.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that "Continue Shopping" button from the cart route you to product catalog page	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that the "Proceed to Checkout" button move all the product in cart to checkout	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that if user was interrupted and did not check out with items in the cart, those items persist the next time they return	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Check abandoned cart notifications to email	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Check abandoned cart scenario if the item is no longer available/in stock (should reflect that)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test cart functionality with both registered and guest users.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test checkout forms and input fields: all required fields are indicated (*required) and cannot be submitted empty	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Test cart interactions on mobile devices.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test checkout fields validation: address, tax information, credit card information etc.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test the usability of input fields, ensure that fields are categorized intuitively.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	If checkout flow is arranged in tabs or in different pages ensure that back button and forward button functionality works as designed	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Validate the handling of special characters and formats (alphanumeric, CVV), whitespace	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Validate if 1 single order is created in the backend system	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Validate if submission button is tapped on multiple times (rage clicking) if multiple orders are being created in the backend	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that the cart is emptied after the order is placed.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test shipping address and corresponding shipping costs to be correctly calculated	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test free shipping threshold. If \$x transactions (and to specific locations) would result in free shipping	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that users can add/edit shipping addresses and the shipping fee would also update	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test payment method(s) selection, do the required fields match the selected payment method	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that users can add/edit payment methods.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test the application of discounts and coupons (as well as expired discounts)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify the display of order confirmation details on the page and the confirmation email that is sent out	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Test the ability to review and edit the order before placing it.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Check that important payment policy (number of days for free return etc.) or link to your refund and payment policy is obvious in your checkout page	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Ensure that your description of payment policy is up to date and in line with the jurisdiction that you are operating in Note: for more local regulation testing and validation please reach out to isabella@carboncopies.ai	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Credit Cards: Test with different types of credit cards provided by your payment gateway and ensure that you are getting the right API response from your payment gateway e.g., https://docs.stripe.com/testing (cards by brand, country, declined, fraud)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify the error messages for invalid or declined payments, ensure that they are user friendly and provide instructions on how to resolve or get support	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Alternative payments: Test with PayPal, ApplePay, eWallets (localized)	Name			dd/mm/yyyy	URL, screenshots, video	Notes

Categories	Test Cases	Owner	Priority	Status	Start date	URL, screenshots, video	Notes
Cart & checkout	Test the cancellation of payment during the checkout process, such as closing the browser when the payment is being processed or when 2FA is not completed	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	If payment did not go through, verify your inventory level and order status. Ensure that they are not impacted	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Check for security measures to prevent cart manipulation. Note we will cover security testing here, it will require a separate dedicated testing	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	After successful checkout, ensure that user is able to access order and order status on your site	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify different shipping options, that the price and estimated delivery dates for each option are accurate.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Cart & checkout	Verify that users are informed of any additional import duties or taxes.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Test on different browsers.	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Verify if installed plugins or extensions will conflict with your site. Look into the most popular chrome plugins for your specific target user segment (e.g., grammarly, ublock origin) please reach out to isabella@carboncopies.ai for more!	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Verify if your happy path works with popular browsers: Google Chrome, Brave browser, Safari etc.)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Test across various screen sizes and resolutions (desktop, laptop, tablet, mobile) and responsiveness and layout consistency across different devices	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Verifying that hover, click, right click, and other touch interaction works as intended across various devices	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Device & Plugins	Test under slow network condition or response time during high volume or peak period (stress testing) Looking to automate this? Please reach out to isabella@carboncopies.ai	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Localization/Accessibility	We will cover more accessibility and localization (language translations, consumer regulations in different cities, data privacy etc) exploratory test cases separately. Too many! (Please reach out to isabella@carboncopies.ai separately)	Name			dd/mm/yyyy	URL, screenshots, video	Notes
Registration & logins	We will cover registrations, logins, social logins exploratory test cases separately. Too many! (Please reach out to isabella@carboncopies.ai separately)	Name			dd/mm/yyyy	URL, screenshots, video	Notes

Hey there! Do you have any critique or feedback? Send them to isabella@carboncopies.ai
Would you like to access other exploratory art? Please submit your request here: <https://forms.gle/3M7u3zHUG3B947>