

Headless architecture

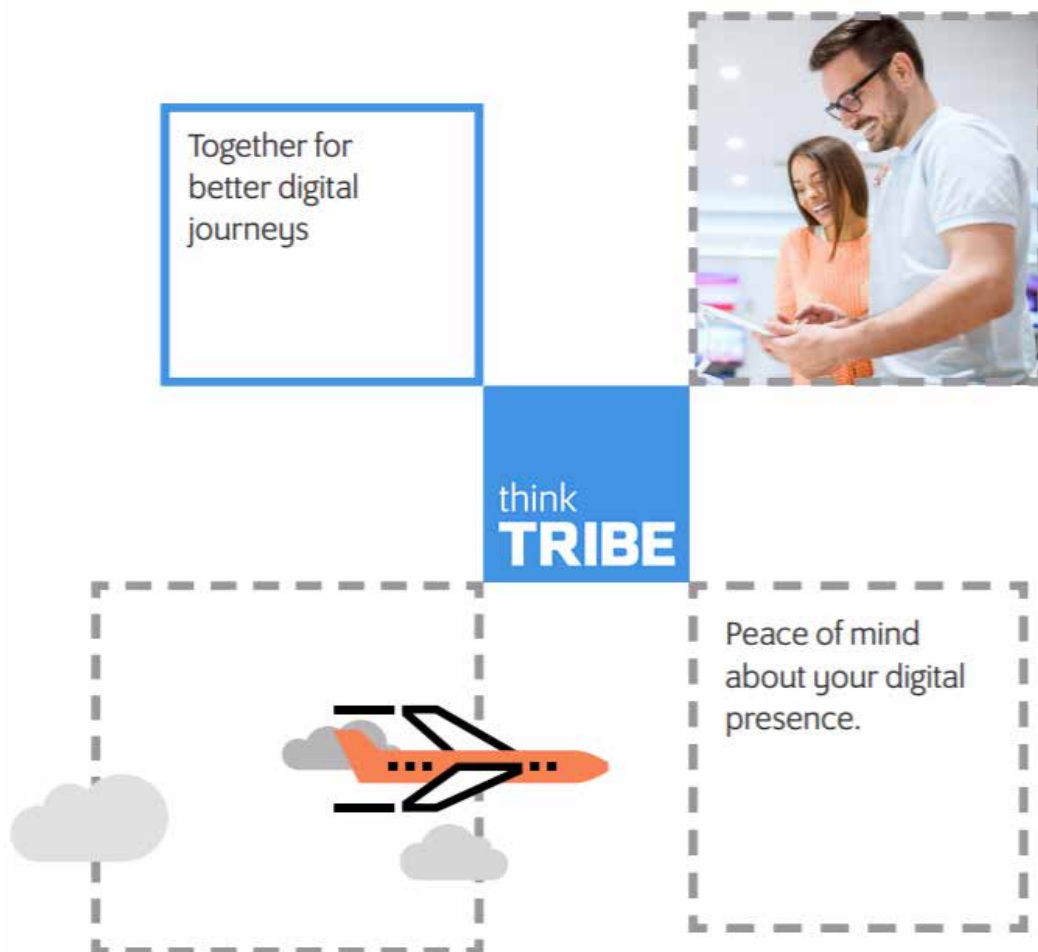
How to ensure an optimal end-to-end experience



Introduction

Speed and improved performance are two of the main drivers for a move to headless commerce. While it's essential to have the right platforms in place to create and deploy a headless solution, the increased complexity of adding multiple partners can lead to challenges with testing and performance.

In this eBook we discuss the role of performance and optimization testing as it relates to headless experiences, as retailers weigh the benefits of moving to a modern headless deployment.





Why headless?

Headless architecture allows you to deliver faster, more responsive, and richer user experiences, which can lead to more efficient and agile development of environments that:

- **Are easy to update**
- **Deliver richer user experiences - personal and consistent**
- **Enable a painless shift to omnichannel**
- **Allow agile marketing**

With consumers increasingly enjoying content and making purchases through various devices and touchpoints – from IoT devices to progressive web apps (PWAs) – legacy eCommerce platforms are struggling to keep up with the demands of the customer.

More and more businesses are making the switch to headless, moving away from the single, integrated (and restrictive) legacy applications of traditional eCommerce platforms. By separating the management of the storefront from the back end, you can bring together best-in-class solutions via APIs that are independent but seamlessly integrated.





Challenges around testing

However, because ecosystems are so complex, performance testing a headless stack isn't without its challenges.

It's crucial to test early as this can highlight problems throughout the integration that could cause performance issues or customer-impacting problems when live. Pinpointing which part of the ecosystem is causing the issue makes it easier to consider which type of support framework is required.

Customer-first approach to testing

Undertaking a customer-first approach to testing provides a consistent baseline for the measurement of third parties (as opposed to focusing on individual pages), offering a holistic, end-to-end view of the customer's journey and interactions.

Metrics

Page-focused performance metrics are all well and good but it's important to remember that your customer is taking a journey - regardless of whether it's a PWA or single page app. A customer-first approach employs metrics that encompass the complete customer experience, rather than analysing individual components.





Monitoring APIs & Third Parties

API failures that disrupt the performance or customer experience can reflect poorly on your brand, even if the disruption is caused by a third-party provider. It's also worth bearing in mind that, depending on how critical that API is to a transaction process, it's a failure that could immediately impact your bottom line.

Front-end bugs and glitches need attention, too. Although they may not hit the headlines, they can impact the UX and have a knock-on effect on revenues.

Monitoring essential APIs is key to maintaining smooth business operations and will help identify problems so you can isolate and resolve them fast—before your customers notice.





Like any new integration and change, you need to make sure you cover the basics.

- **Scalability**

How big is your online store?

Can you handle predicted traffic spikes?

- **Bottlenecks**

Is new functionality causing pinch points?

- **Customer-impacting issues**

Are you using a range of devices to flag performance variations that may be impacting the user journey?





Headless does offer a more flexible platform but if you're looking to cement brand loyalty by delivering the best user experience, you'll need to commit to an investment in your Headless provider, as well as to instigate an effective testing and monitoring strategy designed to reduce risk and optimise performance.

How can thinkTribe help?

- Testing through the customer's eyes 24/7 to give you a realistic picture of your online customer experience.
- Replicating real-world user behaviour and traffic profiles - executing dynamic journeys in real browsers.
- Helping to expose problems by highlighting bottlenecks and performance issues.
- Leveraging years of testing and monitoring expertise.
- Placing a fully-managed team of specialists at your disposal.





About thinkTribe

Our portfolio of “dynamic user journey” based synthetic monitoring and load testing services enable business wide understanding of the impact of online performance on user experience and the bottom line.

With over 10 years performance testing experience, helping clients such as Debenhams, Boden, Joules and Dixons to maximise user experience and protect their brand, our highly experienced team of test professionals help clients implement monitoring programmes and proactively oversee testing; automatically updating journeys as a website changes, highlighting performance issues and helping clients quickly pinpoint root causes - saving time and money.



To find out how thinkTribe can help you implement the best monitoring or load testing programme to suit your organisation please contact us on 01227 768276 or visit our website at www.thinktribe.com

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The logo features the word "think" in a lowercase, white, sans-serif font, positioned above the word "TRIBE" in a larger, bold, uppercase, white, sans-serif font. Both words are centered within a solid blue square.

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Together for better digital journeys

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