Test Plan for App.vwo.com (AB Testing Platform)

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# 1. Objective

This document outlines the test plan for the App.vwo.com application.  
The objective is to ensure that all AB testing, experimentation, personalization, and analytics features work as expected for the target audience — marketing teams, product managers, analysts, and web developers who use the platform to improve website conversions through experiments.

# 2. Scope

Features to be tested:  
- User Authentication (Login, Logout, Password Reset, 2FA)  
- Dashboard and Navigation  
- AB Test Creation and Configuration (goals, hypotheses, variations)  
- Targeting and Audience Segmentation  
- Experiment Execution (preview, activation, scheduling)  
- Results Dashboard (statistical significance, conversion metrics, heatmaps, reports)  
- Integration with Analytics Tools (GA4, Segment, Adobe Analytics, etc.)  
- User Roles & Permissions  
- Notifications, Alerts, and Reports  
- Billing & Subscription Management  
  
Types of testing:  
- Manual Testing  
- Automated Testing (Smoke, Regression)  
- Performance Testing  
- Security Testing  
- Accessibility Testing  
  
Environments: Browsers (Chrome, Firefox, Edge, Safari), OS (Windows, macOS, Linux), Devices (Desktop, Tablets, Smartphones), Networks (Wi-Fi, 4G/5G, Wired)  
  
Evaluation Criteria: Number of critical defects, stability of experiments, accuracy of reports, user satisfaction ratings  
  
Team Roles and Responsibilities: Test Lead, Testers, Automation Engineers, Developers, Product Owner

# 3. Inclusions

- End-to-end testing of experiment lifecycle (creation → execution → reporting)  
- Cross-browser and cross-device compatibility  
- Data validation of reports and analytics  
- Security checks for authentication, role-based access, and integrations

# 4. Exclusions

- Internal VWO API load testing (not customer-facing)  
- Third-party analytics platform correctness (only integration validation)  
- Legacy browser support (IE11)

# 5. Test Environments

Operating Systems: Windows 10, macOS Ventura, Linux Ubuntu  
Browsers: Chrome, Firefox, Edge, Safari  
Devices: Desktop PCs, MacBooks, iPads, Android Phones  
Networks: Wi-Fi, Mobile Data (4G/5G), Wired  
Hardware: 8GB RAM, i5 Processor, SSD  
Security Protocols: HTTPS, OAuth, SSL  
Access Permissions: Tester, Developer, Admin, Stakeholder

# 6. Defect Reporting Procedure

Criteria: Deviation from requirements, broken UI, incorrect reports  
Steps: Log defect in JIRA, provide reproduction steps, attach screenshots/logs, assign severity/priority  
Triage: Daily defect triage with Test Lead & Dev Lead  
Tracking Tool: JIRA  
Metrics: Defects found per module, Defect density, Fix verification rate

# 7. Test Strategy

Step 1: Test scenarios & test cases creation (Equivalence Partitioning, Boundary Value, Use Case Testing, Error Guessing)  
Step 2: Testing procedure (Smoke, Functional, Regression, Usability, Performance)  
Step 3: Best Practices (Context-driven testing, Shift-left testing, Exploratory testing, End-to-end flow)

# 8. Test Schedule

Requirement Analysis → 3 days  
Test Case Creation → 7 days  
Smoke & Functional Testing → 10 days  
Regression Testing → Ongoing per sprint  
Test Summary Reports → 2 days  
Timeline: 2-week Agile sprints

# 9. Test Deliverables

- Test Plan Document  
- Test Cases & Test Data  
- Defect Reports  
- Status Reports  
- Test Summary Report

# 10. Entry and Exit Criteria

Requirement Analysis: Entry - Requirements available, Exit - Walkthrough completed  
Test Execution: Entry - Stable build, signed-off test cases, Exit - Defects logged, results documented  
Test Closure: Entry - All test cycles done, Exit - Test Summary Report & Sign-off

# 11. Tools

- JIRA (Defect Tracking)  
- TestRail (Test Management)  
- Postman (API Testing)  
- Selenium/Playwright (Automation)  
- Snagit (Screenshots/Recording)  
- Excel/Google Sheets (Reports)

# 12. Risks & Mitigations

- Build URL not accessible → Backup server  
- Test environment downtime → Cloud test infra  
- Tight deadlines → Prioritize critical modules  
- High defect leakage → Strong regression automation

# 13. Approvals

Documents for Approval: Test Plan, Test Scenarios, Test Cases, Reports  
Signatories: Test Lead, QA Manager, Product Owner, Stakeholders