

Test Plan for A/B Testing on app.vwo.com

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1. Test Plan Identifier

- **Test Plan ID:** A/B Test Plan - VWO User Login & Dashboard

2. Test Objectives

The objective of this A/B testing is to evaluate how different variations of the **Login Page**, **Dashboard**, and other important user-facing pages impact user engagement, login success rates, time spent on the dashboard, and overall conversion.

Goals:

- Evaluate the effectiveness of design changes on the **Login Page** and their impact on user conversion (i.e., successful logins).
- Test how variations of the **Dashboard** interface affect user engagement and interaction with core features.
- Determine if changes to other pages (e.g., Profile, Settings, etc.) improve overall user satisfaction, navigation, or retention.

3. Scope of Testing

In Scope:

- **Login Page Variations:**
 - Different button placements (e.g., "Sign In" button at the top vs. bottom).
 - Changes to the copy (e.g., simple text vs. a more engaging call to action).
 - New design elements (e.g., background images, iconography).
 - Form field variations (e.g., single field for username and password vs. separate fields).
- **Dashboard Variations:**
 - Changes to layout and UI (e.g., adding or removing sidebar menus).
 - CTA buttons or navigation links for better user engagement.
 - Displaying dynamic content vs. static content.
 - Customizable dashboard options for the user.
- **Other Pages (Profile, Settings, etc.):**
 - Variations in button placement, content formatting, or navigation flow.

Out of Scope:

- Backend functionality and data storage.
 - Security testing (authentication, authorization).
 - Performance testing outside the scope of user interaction.
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4. Test Deliverables

- **Test Plan Document:** A comprehensive document describing the A/B test.
 - **Test Cases:** For login page, dashboard, and other pages.
 - **Test Results Report:** A detailed analysis of A/B test outcomes, including metrics like conversion rate, engagement, and statistical significance.
 - **Test Execution Log:** A log detailing the test's real-time execution, issues encountered, and adjustments made.
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5. Test Environment

- **Testing Platform:** VWO (Visual Website Optimizer) for creating and managing A/B test variants.
 - **Test Website:** app.vwo.com (login page, dashboard, and other pages).
 - **Browser/Device Compatibility:** Chrome, Firefox, Safari, and Edge for desktop; mobile (iOS and Android) for mobile testing.
 - **Test Devices:** Desktop, Mobile, Tablet.
 - **Analytics Integration:** Google Analytics, VWO, and/or other tracking tools.
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6. Test Types

- **A/B Testing:** Testing multiple variations of pages (Login, Dashboard, etc.) to compare performance.
 - **Usability Testing:** Evaluate the ease of use for each version.
 - **Conversion Testing:** Measure the percentage of users completing desired actions (e.g., logging in, interacting with the dashboard).
 - **Engagement Testing:** Analyze how users interact with the Dashboard and other pages (e.g., how long they spend on a page, click patterns, etc.).
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7. Test Strategy

7.1 Test Variant Design

1. **Login Page Variants**
 - **Control (Original Version):** Standard login form with username and password fields.
 - **Variant A:** Simplified login form with a single input field for username/email and password (with clear instructions).

- **Variant B:** Enhanced login page with larger CTA buttons, icons next to text fields, and more prominent "Forgot Password?" link.
 - **Variant C:** More visually appealing layout with a background image and updated branding.
2. **Dashboard Variants**
- **Control (Original Version):** Current layout with a static sidebar and basic content display.
 - **Variant A:** Interactive sidebar that allows users to collapse/expand sections and see dynamic content based on user actions.
 - **Variant B:** Simplified, minimalistic layout with a more prominent call-to-action section (e.g., tutorial, recent activity).
 - **Variant C:** Customizable dashboard, where users can choose the widgets they want to display.
3. **Other Pages (Profile, Settings, etc.)**
- **Control (Original Version):** Basic layout for profile settings.
 - **Variant A:** Streamlined, user-friendly profile page with a step-by-step process for editing settings.
 - **Variant B:** Additional options and more advanced settings for customization.
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7.2 Success Criteria

- **Conversion Rate:** Percentage of users who successfully log in after visiting the login page.
- **Engagement:** Time spent on the dashboard and interaction with features (e.g., clicks, scroll depth).
- **Click-through Rate (CTR):** The percentage of users who click on specific CTA buttons.
- **Bounce Rate:** The percentage of users who leave the website after visiting the login page or dashboard.
- **Task Completion Rate:** Measure how well users complete key actions (e.g., changing profile settings or interacting with dashboard widgets).
- **User Satisfaction:** Qualitative feedback, if available, on the usability of each variant.

7.3 Target Audience

- **Primary Audience:** Registered users of app.vwo.com.
 - **Secondary Audience:** New visitors or users testing the login process.
 - **Demographics:** All user types (age, gender, location), with segmentation into mobile and desktop users.
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8. Test Execution Plan

8.1 Traffic Split

- **Control Group:** 50% of the traffic will see the original version of the login page, dashboard, or other pages.
- **Variant A, B, C:** 25% of the traffic for each variant.

8.2 Test Duration

- Recommended test duration: 2–4 weeks to ensure statistical significance, accounting for any fluctuations in traffic or seasonality.
- **Monitoring:** Monitor test results in real-time for early indications of issues (e.g., no significant traffic, tracking failures, etc.).

8.3 Statistical Significance

- Ensure statistical significance with a 95% confidence level and 80% power to minimize the risk of Type I or Type II errors.
 - Use sample size calculators to determine the correct sample size required for each variant.
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9. Data Collection & Analysis

9.1 Metrics to Track

- **Login Page:** Conversion rate (successful logins), bounce rate, and engagement rate.
- **Dashboard:** Time spent on the dashboard, engagement with different sections/widgets, and task completion rate.
- **Other Pages:** User interaction with settings, profile editing, and customizations.

9.2 Data Analysis

- **Test Results:** After the test concludes, compare the performance of each variant with the control based on the metrics.
 - **Statistical Analysis:** Use A/B testing tools like VWO's built-in analysis tools or Google Analytics to analyze the results and determine if the variations outperform the control version.
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10. Risk Management

- **Risk 1:** Inaccurate tracking due to misconfigured VWO setup.
Mitigation: Validate tracking setup before the test begins.

- **Risk 2:** Inconsistent user experience between variants.
Mitigation: Ensure consistency in the user flow across all variants. Conduct user experience testing during the initial setup phase.
 - **Risk 3:** External factors (e.g., seasonal traffic, promotional campaigns) affecting test results.
Mitigation: Run tests during a stable traffic period and monitor the test closely to detect any anomalies.
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11. Post-Test Review and Recommendations

After the test concludes, the following should be done:

- **Review Results:** Identify which variant performed the best in terms of conversion, engagement, and other KPIs.
- **Recommendations:** Based on the results, provide clear recommendations on whether to implement changes permanently, continue testing other variations, or test a different user flow.
- **Reporting:** Prepare a comprehensive test report summarizing the variants, their performances, and actionable insights for stakeholders.