

Test Plan for app.vwo.com

Test Plan

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1. Introduction

This test plan outlines the strategy, scope, objectives, resources, and schedule for the manual testing of app.vwo.com, a web-based platform that allows marketers to perform A/B testing, multivariate testing, heatmaps, and personalization on websites.

2. Objective

To validate the core functionalities, UI/UX elements, and integrations of the VWO platform, ensuring it meets business requirements and provides a bug-free, stable user experience before production releases.

3. Features to be Tested

- User authentication (Login, Signup, Forgot Password)
- Dashboard overview and navigation
- Campaign creation (A/B test, Split URL test, Multivariate test)
- Campaign targeting and segmentation
- Visual Editor
- Heatmaps & Session Recordings
- Goal tracking setup
- Reporting and analytics
- User management and permissions
- Integration with third-party tools (GA, GTM, etc.)

4. Features Not to be Tested

- Backend server/database performance
- API load testing (covered under automation or backend testing)
- Browser extensions (e.g., Chrome plugin)
- Mobile App (if any)

5. Test Strategy

- Functional Testing: Verify each feature as per business requirements.
- Smoke Testing: Ensure that major functionality works after each deployment.
- Regression Testing: Run previously executed test cases to catch any broken functionality after updates.
- UI/UX Testing: Check for consistency and usability across browsers and resolutions.
- Compatibility Testing: Chrome, Firefox, Safari, Edge on Windows and macOS.

6. Test Deliverables

- Test Plan Document
- Test Case Suite (Excel or Google Sheet)
- Daily/Weekly Test Reports
- Bug/Defect Reports
- Final Test Summary Report

7. Entry Criteria

- Functional requirements are documented and reviewed.
- Development of the feature/module is complete.
- Test environment is ready with required builds deployed.

8. Exit Criteria

- All critical and major bugs are resolved and closed.
- All planned test cases are executed.
- Test summary report is reviewed and signed off.

9. Suspension & Resumption Criteria

- Testing will be suspended if critical functionality (e.g., login or campaign creation) is blocked by a showstopper bug.
- Testing will resume once the blocking issue is fixed and verified.

10. Test Environment

- Browser Coverage: Chrome (latest), Firefox, Safari, Edge
- Devices: Desktop, optional Tablet (iPad)
- OS: Windows 10/11, macOS Ventura/Monterey
- Production URL: <https://app.vwo.com>

11. Responsibilities

| Role | Responsibility |
|-----------------|----------------------------------------|
| QA Lead | Test planning, review, sign-off |
| Test Engineers | Writing and executing test cases |
| Developers | Fixing reported defects |
| Product Manager | Clarifying requirements and priorities |

12. Schedule

| Phase | Start Date | End Date |
|----------------------|--------------|--------------|
| Test Planning | [YYYY-MM-DD] | [YYYY-MM-DD] |
| Test Case Design | [YYYY-MM-DD] | [YYYY-MM-DD] |
| Test Execution | [YYYY-MM-DD] | [YYYY-MM-DD] |
| Bug Fix Verification | [YYYY-MM-DD] | [YYYY-MM-DD] |
| Test Closure | [YYYY-MM-DD] | [YYYY-MM-DD] |

13. Risks and Mitigations

| Risk | Mitigation Plan |
|--------------------------------------------------|------------------------------------------------|
| Requirements may change frequently | Maintain close collaboration with product team |
| Incomplete test coverage due to time constraints | Prioritize high-risk and core functionality |
| Browser-specific UI issues | Prioritize cross-browser UI testing |

14. Approvals

Team will send different types of documents for Client Approval like below:

- Test Plan
- Test Scenarios
- Test Cases
- Reports

Testing will only continue to the next steps once these approvals are done