

Test Strategy for app.vwo.com

1. Introduction

This Test Strategy document defines the overall testing approach for **app.vwo.com**, a web-based A/B testing platform designed to help businesses optimize their websites. It aims to ensure the delivery of a high-quality application by identifying and addressing issues early in the software development lifecycle.

2. Objective

The objective is to define a clear testing methodology for validating the features, performance, and usability of app.vwo.com, ensuring it meets business and technical requirements before production release.

3. Scope of Testing

- Functional Testing of major modules (Login, Dashboard, Campaign Creation, Reports)
- Cross-browser and cross-device testing
- Integration testing with third-party tools
- Performance, security, and accessibility testing
- **Out of scope:** Backend performance tuning, infrastructure-level testing

4. Test Objectives

- Validate application behavior as per business requirements
- Detect and resolve defects before deployment
- Ensure seamless user experience and UI consistency
- Verify compatibility across multiple browsers and devices
- Maintain system reliability, scalability, and security

5. Test Approach

- **Manual Testing:** Exploratory, UI/UX, and functional testing
- **Automation Testing:** Regression and smoke testing using tools
- **Accessibility Testing:** Performed using standard tools and guidelines (e.g., WCAG 2.1)
- **Risk-Based Testing:** Prioritize testing based on risk and business impact

6. Test Environment Setup

- **Environments:** QA, Staging, Production (for post-release checks)

- **Operating Systems:** Windows 10/11, macOS, Linux
- **Browsers:** Chrome, Firefox, Safari, Edge
- **Devices:** Desktops, laptops, tablets, smartphones
- **Tools:** Emulators, simulators, and real devices

7. Entry and Exit Criteria

Entry Criteria:

- Approved requirements
- Test plan and cases finalized
- Test environment ready

Exit Criteria:

- All planned test cases executed
- Major and critical defects fixed and verified
- Test summary report submitted

8. Deliverables

- Test Strategy Document
- Test Plan
- Test Scenarios and Cases
- Defect Reports
- Test Summary and Closure Reports
- Automation Scripts (if applicable)

9. Tools and Technologies

- **JIRA:** Defect tracking and project management
- **Selenium/Cypress:** Automation
- **BrowserStack:** Cross-browser testing
- **Postman:** API testing
- **Axe/Lighthouse:** Accessibility checks

10. Roles and Responsibilities

- **Test Lead:** Planning, coordination, reporting
- **QA Engineers:** Test case creation, execution, defect logging

- **Automation Engineers:** Script development, maintenance
- **Developers:** Defect resolution
- **Product Owner:** Requirement clarification, acceptance testing

11. Risks and Mitigation

- **Risk:** Tight project deadlines → **Mitigation:** Prioritized testing
- **Risk:** Incomplete requirements → **Mitigation:** Early collaboration and clarifications
- **Risk:** Environment instability → **Mitigation:** Environment monitoring and backups

12. Communication Plan

- Daily stand-up meetings
- Weekly status updates to stakeholders
- Immediate escalation for blockers
- Shared dashboards and collaboration tools (e.g., Confluence, Slack)

13. Test Sign-off Process

- Ensure all test deliverables are reviewed
- Verify all critical defects are resolved
- Final test summary and defect reports submitted
- Obtain formal sign-off from QA Lead and Product Owner