

Risk-Based Testing (RBT) in my Email Campaign Testing Project

1. Requirements and Risk Identification

Start by analyzing the requirements and defining potential risks for each email campaign. This includes:

- Languages – missing or incorrect translations,
- Content & CTA – misleading messaging or missing call-to-action buttons,
- Layout – broken display on mobile or desktop,
- Links & redirections – broken or misdirected URLs,
- Header/Footer – missing legal info or branding,
- Images – not rendering, slow loading, missing alt text,
- Dynamic fields – not populating correctly (e.g. {{First Name}}),
- Formatting – inconsistent spacing, font, alignment,
- Subscribing/Unsubscribing – failure of opt-in/out mechanisms.

Each area is assessed for risk to user experience or business impact.

2. Lightweight Risk Analysis Approach

Instead of formal techniques (like FMEA or FTA), your team uses a lightweight approach:

- Evaluate risks based on likelihood (how likely is the issue) and impact (how severe the consequences are).
- Use simple qualitative scales – e.g., High / Medium / Low.
- Record risks in a risk matrix for transparency and reusability.

This helps prioritize what to test thoroughly and what can be tested less intensively or skipped.

✓ 3. Prioritization of Testing

Based on the risk matrix:

- High-risk items (e.g. CTA buttons, header/footer, tracking links) are always tested.
- Medium-risk items (e.g. layout, formatting, images) are tested when time permits or when new templates are involved.
- Low-risk items (e.g. minor text formatting, rare language versions) are tested as part of exploratory checks.

This helps optimize the testing effort and reduce time-to-market.

✓ 4. Stakeholder Collaboration

RBT on your project also involves collaboration with stakeholders:

- Business stakeholders (e.g., marketing managers) identify what's most critical for branding and performance.
- Technical stakeholders (e.g., developers) flag technical weaknesses or recurring bugs.
- Subject Matter Experts (SMEs) help evaluate the risk from both angles.

These inputs help validate your risk rankings and ensure everyone agrees on testing priorities.

🧩 Summary Table (Example)

Area	Likelihood	Impact	Risk Level	Test Scope
CTA buttons	High	High	🔴 High	Always tested
Footer links	Medium	Medium	🟡 Medium	Regularly tested
Language accuracy	Low	Low	🟢 Low	Spot-checked if time
Image display	Medium	High	🔴 High	Checked across clients
Dynamic fields	High	High	🔴 High	Tested on staging/live