Test Strategy Document

# Project: app.vwo.com

## 1. Introduction

This Test Strategy document provides a detailed outline of the approach that will be followed to test the application https://app.vwo.com. The strategy is formulated with 15+ years of software testing experience to ensure robust quality assurance practices covering functional, non-functional, and user-centric aspects of the application.

## 2. Objective

To deliver a defect-free, highly reliable, and user-friendly version of app.vwo.com by implementing a comprehensive testing strategy that ensures all business and technical requirements are validated through systematic manual and automated testing.

## 3. Scope of Testing

The scope includes end-to-end testing of the application, covering:  
- Functional Testing of core modules such as Campaigns, Reports, Settings, etc.  
- UI/UX Testing for layout consistency, responsiveness, and accessibility.  
- Regression Testing to validate new releases and bug fixes.  
- Integration Testing with third-party tools (Google Analytics, CRM, etc.)  
- Performance and Load Testing of critical pages.  
- Security Testing to ensure data protection and compliance.  
- Cross-browser and cross-platform compatibility testing.

## 4. Test Objectives

- Ensure all functionalities meet business requirements.  
- Identify and fix bugs before deployment.  
- Ensure application is performant, secure, and scalable.  
- Validate the usability and user experience.  
- Guarantee that all integrations work seamlessly.

## 5. Test Approach

The testing process will follow Agile methodology. Manual test cases will be prepared for all user stories, and regression suites will be considered for automation post-stabilization.  
  
Types of testing to be performed:  
- Smoke Testing  
- Functional Testing  
- Exploratory Testing  
- Integration Testing  
- Regression Testing  
- System Testing  
- Performance Testing  
- Security Testing  
- User Acceptance Testing (UAT)

## 6. Test Environment Setup

- Environments: QA, UAT, Production  
- Browsers: Chrome, Firefox, Edge, Safari  
- Devices: Windows, macOS, Android, iOS  
- Data: Realistic test data to be created or anonymized from production if allowed.

## 7. Entry and Exit Criteria

Entry Criteria:  
- Requirements are finalized and approved.  
- Test environment is ready.  
- Test data is available.  
- Unit testing is completed.  
  
Exit Criteria:  
- All planned test cases executed.  
- No critical or high-severity bugs open.  
- Test summary report reviewed and approved.  
- UAT signed off by stakeholders.

## 8. Deliverables

- Test Strategy Document  
- Test Plan  
- Test Scenarios and Test Cases  
- Daily/Weekly Test Execution Reports  
- Defect Reports and Logs  
- Final Test Summary Report  
- Traceability Matrix

## 9. Tools and Technologies

- Test Management: TestRail, Zephyr  
- Bug Tracking: Jira  
- Automation Tools: Selenium, Cypress  
- Performance Testing: JMeter, BlazeMeter  
- Security Testing: OWASP ZAP, Burp Suite  
- CI/CD: Jenkins, GitHub Actions

## 10. Roles and Responsibilities

- QA Manager: Approves test strategy, manages resources, coordinates across teams.  
- QA Lead: Reviews test artifacts, tracks test progress, ensures quality standards.  
- Test Engineers: Design and execute test cases, log and retest defects.  
- Developers: Collaborate on defect resolution, provide code-level support.  
- Business Analyst/Product Owner: Review test coverage, support UAT.

## 11. Risks and Mitigation

- Changing Requirements: Ensure version control and impact analysis.  
- Tight Deadlines: Use risk-based testing, prioritize critical functionalities.  
- Test Environment Downtime: Have backup plans and maintain documentation.  
- Incomplete Requirements: Collaborate with BA/Product Owner regularly.

## 12. Communication Plan

- Daily Standups for updates and blockers.  
- Weekly status reports to stakeholders.  
- Defect triage meetings twice a week.  
- Slack or Teams for real-time collaboration.

## 13. Test Sign-off Process

Test sign-off will be given after thorough test execution and review of test results. The sign-off will indicate readiness for deployment and will be approved by QA, Development, and Product teams.