Manual Test Plan: Mailchimp - Create & Send Email Campaign Wizard

---

1. Scope & Objectives

Scope: This test plan covers the manual testing of Mailchimp's "Create & Send Email Campaign" wizard, focusing on the key functionality, validation rules, UI behavior, and usability aspects.

Objectives:

- Verify that users can create and send an email campaign successfully.
- Validate input fields and mandatory campaign data.
- Ensure user-friendly error handling and responsive UI design.
- Identify any edge cases or negative scenarios that could lead to issues.

---

2. Test Scenarios

Scenario 1: Create a new email campaign with all valid inputs

- **Preconditions:** User is logged in and on the Campaigns dashboard.
- **Steps:**
    1. Click on "Create Campaign".
    2. Select "Email" and choose "Regular".
    3. Enter campaign name, recipients, sender details, subject line, and email content.
    4. Click "Send" or "Schedule".
- **Expected Result:** Campaign is created and scheduled/sent successfully.
- **Priority:** Critical

Scenario 2: Upload a valid subscriber list (CSV format)

- **Preconditions:** User is on the "To" step of the wizard.
- **Steps:**
    1. Click "Add Recipients" > "Upload File".
    2. Select a valid CSV file.
    3. Map required fields (email, first name).
- **Expected Result:** Subscribers are imported and displayed correctly.
- **Priority:** High

Scenario 3: Save campaign as a draft

- **Preconditions:** User has started filling out campaign fields.
- **Steps:**
    1. Enter basic details (subject, recipients).
    2. Click "Save and Exit".
- **Expected Result:** Campaign is saved as a draft and appears on dashboard.
- **Priority:** Medium

Scenario 4: Edit and resend a previously sent campaign

- **Preconditions:** A campaign was already sent.
- **Steps:**
    1. Go to Send Campaigns.
    2. Click "Replicate" on a previous campaign.
    3. Edit any section.
    4. Click "Send".
- **Expected Result:** New campaign based on the old one is created and sent.
- **Priority:** High

Scenario 5: Preview email before sending

- **Preconditions:** Campaign email content is created.
- **Steps:**
    1. Click "Preview & Test".
    2. Select "Enter Preview Mode" and "Send Test Email".
- **Expected Result:** Email is displayed as expected in preview and test email is sent.
- **Priority:** High

---

3. Negative/Edge Cases

Case 1: Upload invalid CSV (wrong format or missing email field)

- **Steps:** Upload a CSV without a valid email column.
- **Expected Result:** Error message prompts user to correct the file.
- **Priority:** Critical

Case 2: Attempt to send without entering a subject line

- **Steps:** Leave subject blank and click "Send".
- **Expected Result:** System prevents sending and highlights the subject field.
- **Priority:** High

Case 3: Invalid sender email format

- **Steps:** Enter "test@" as sender email.
- **Expected Result:** Error displayed, and user can't proceed.
- **Priority:** High

Case 4: Schedule campaign for a past date/time

- **Steps:** Choose a past datetime in the scheduling step.
- **Expected Result:** System displays an error and prevents scheduling.
- **Priority:** Medium

---

4. Usability Checks

Check 1: Mobile layout responsiveness

- **Steps:** Access the campaign wizard from a mobile browser.
- **Expected Result:** All UI elements are responsive and accessible.
- **Priority:** Medium

Check 2: Clarity of error messages

- **Steps:** Trigger multiple validation errors.
- **Expected Result:** Error messages should clearly indicate the issue and how to resolve it.
- **Priority:** High

Check 3: Guidance for first-time users

- **Steps:** Begin campaign creation with a new account.
- **Expected Result:** Hints or tooltips help guide the user through steps.
- **Priority:** Medium