**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