# **Test Plan for Influencer Marketing Platform**

## **1. Project Overview:**

The Influencer Marketing Platform is a web-based application designed to connect brands with social media influencers. Brands can create and manage marketing campaigns, while influencers can apply for campaigns and track their performance and payments.

The platform offers key modules like **Campaign Creation**, **Influencer Discovery**, **Campaign Applications**, **Payments**, and **Reporting Dashboards**.

## **2. Objective:**

The primary objective of this test plan is to outline the testing approach, deliverables, scope, schedule, resources, and risk management for the QA phase of the Influencer Marketing Platform.

The goal is to ensure that the application meets all functional and non-functional requirements, is bug-free, user-friendly, secure, and performs well under different user scenarios.

## **3. Scope of Testing:**

### **In-Scope:**

* Campaign Creation and Management
* Influencer Registration and Profile Management
* Influencer Search and Filtering
* Campaign Applications (Influencer applying to campaigns)
* Notifications (Email and In-App)
* Payment Processing and History
* Reporting and Analytics Dashboards
* User Roles: Brand User, Influencer, Admin
* Basic UI and UX validations (Cross-browser compatibility on Chrome, Firefox, Edge, Safari)

### **Out-of-Scope:**

* Mobile App Testing (iOS/Android)
* API and Backend Testing (Handled by separate API QA team)
* Performance Testing beyond basic page load time checks

## **4. Testing Approach / Strategy:**

We will follow the **Agile Testing Model**, aligning our QA activities with sprint cycles.

### **Types of Testing to be Conducted:**

* Smoke Testing
* Functional Testing
* UI/UX Testing
* Regression Testing
* Compatibility Testing (Cross-browser)
* Boundary Value Testing
* Negative Testing

## **5. Test Deliverables:**

| **Deliverable** | **Description** |
| --- | --- |
| Test Plan | This document |
| Test Scenarios | High-level scenarios covering each module |
| Test Cases | Detailed stepwise Excel/Google Sheet test cases |
| Bug Reports | Documented in Excel and/or Clickup |
| Test Summary Report | Post-execution report summarizing pass/fail status |

## **6. Entry and Exit Criteria:**

| **Entry Criteria** | **Exit Criteria** |
| --- | --- |
| - Business requirements and User Stories finalized  - Development build deployed in QA environment  - Test environment is stable- Test data prepared | - All high and critical severity defects are fixed and retested  - All planned test cases executed  - Test Summary Report shared  - Stakeholder sign-off received |

## **7. Environment Details:**

| **Environment** | **Details** |
| --- | --- |
| QA Environment | Web URL  Browsers: Chrome (latest), Firefox, Edge  Test Data: Dummy brand and influencer accounts |
| Staging Environment | Pre-production environment used for UAT |
| Production | Live environment (for final deployment testing) |

## **8. Test Schedule:**

| **Activity** | **Start Date** | **End Date** |
| --- | --- | --- |
| Test Planning | 1st July 2025 | 2nd July 2025 |
| Test Design (Scenarios & Test Cases) | 3rd July 2025 | 7th July 2025 |
| Test Execution | 8th July 2025 | 18th July 2025 |
| Bug Reporting and Retesting | 9th July 2025 | 20th July 2025 |
| Regression Testing | 15th July 2025 | 20th July 2025 |
| Test Summary Report | 21st July 2025 | 21st July 2025 |

## **9. Risks and Mitigation Plan:**

| **Risk** | **Impact** | **Mitigation** |
| --- | --- | --- |
| Late delivery of build from Dev team | Delayed QA start | Regular follow-ups with Dev team |
| Last-minute requirement changes | Test case rework | Agile change control process |
| Environment downtime | Testing delays | Have alternative test environments |
| Incomplete test data | Blocked test execution | Early test data preparation |

## **10. Test Data Requirements:**

* Dummy brand user accounts
* Dummy influencer accounts
* Sample campaigns for functional testing
* Test payment methods (Bank accounts/Paypal)

## **11. Tools to be Used:**

| **Purpose** | **Tool** |
| --- | --- |
| Test Case Management | Excel / Google Sheets |
| Defect Tracking | Clickup |
| Communication | Slack / Email |
| Browser Testing | Local browsers |

## **12. Roles and Responsibilities:**

| **Role** | **Responsibility** |
| --- | --- |
| QA Engineer | Test case writing, Test planning, execution, bug reporting, retesting, reporting |
| Developer | Bug fixing and unit testing |
| Product Owner / Business Analyst | Requirement clarification, acceptance |

## **13. Assumptions:**

* All requirements (User Stories) are finalized before test execution.
* Proper communication channels will be established between QA, Dev, and Product teams.
* Testing timelines are dependent on timely delivery of builds.

## **14. Approvals:**

| **Name** | **Role** | **Approval Date** |
| --- | --- | --- |
| Mehreen Gull | QA Engineer | - |