

Test Strategy Document

Project: apo.vwo.com

Product Type: A/B Testing Platform

Version: 1.1

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Reviewed by: QA Director (20+ Years Experience)

1. Objective

Ensure comprehensive validation of the A/B testing platform apo.vwo.com, including core workflows (login, dashboard, test creation), to meet business, user experience, and security standards.

2. Scope

2.1 In Scope:

- User registration, login/logout
- MFA (if enabled)
- Dashboard analytics and widgets
- A/B test creation, configuration, launch, and reporting
- Variation previewing and targeting
- Third-party integration (Google Analytics, Segment, etc.)
- Web (responsive) application on major desktop/mobile browsers

2.2 Out of Scope:

- Native mobile applications (iOS/Android)
- Deprecated features or modules
- Payment/monetization flows

3. Focus Areas

- Functional accuracy and completeness
- API compliance and data validation
- UI/UX workflows and consistency
- Browser and device compatibility
- Performance under typical and peak loads
- Security compliance (OWASP Top 10)
- Accessibility (WCAG 2.1 A/AA compliance)

4. Test Approach

4.1 Testing Techniques:

- Manual Testing (functional, UI/UX)
- Automation Testing (Selenium + Java)
- REST API Testing (REST-assured)
- Performance Testing (JMeter, BlazeMeter)
- Security Testing (ZAP, Burp Suite)
- Accessibility Testing (Axe, Lighthouse)
- Compatibility Testing (BrowserStack)
- Exploratory Testing (Session-based)

4.2 Testing Levels:

- Unit Testing (Developer scope)
- Integration Testing (API and services)
- System Testing (UI, end-to-end)
- UAT (Stakeholder walkthrough)
- Regression Testing (Automated)

5. Deliverables

- Test Plan and Test Case Repository

- Automation Test Suite
- API Testing Report
- Performance Benchmark Report
- Security Vulnerability Assessment
- Browser Compatibility Matrix
- Accessibility Compliance Checklist
- UAT Feedback and Sign-off
- Defect Summary and Metrics Report