Test Plan for Visual Website Optimizer (VWO)

1. Introduction

- **Objective:** To validate the functionality, performance, and reliability of VWO's features, ensuring they meet specified requirements and provide a seamless user experience.
- **Scope:** This test plan covers the testing of VWO's core modules, including A/B Testing, Split URL Testing, Mobile Website Testing, and Server-Side Testing.

2. Test Items

- **Modules to be tested:**
  - A/B Testing
  - Split URL Testing
  - Mobile Website Testing
  - Server-Side Testing
  - VWO Engage (Web Push Notifications)

3. Features to be Tested

- Experiment creation and management
- Traffic allocation and targeting
- Integration with analytics platforms
- Reporting and result analysis
- Cross-device and cross-browser compatibility
- Performance under varying load conditions

4. Features Not to be Tested

- Third-party integrations not officially supported by VWO
- Deprecated or legacy features

5. Test Approach

- **Functional Testing:** Verify that all features function as intended.
- **Performance Testing:** Assess system responsiveness and stability under load.
- **Compatibility Testing:** Ensure consistent behavior across supported devices and browsers.
- **Security Testing:** Identify vulnerabilities and ensure data protection.

6. Entry and Exit Criteria

- **Entry Criteria:**
  - All development tasks are completed.
  - Test environment is set up and stable.

- **Exit Criteria:**
    - All planned tests are executed.
    - Critical and major defects are resolved.

7. Test Deliverables

- Test cases and scripts
- Test execution reports
- Defect logs
- Final test summary report

8. Tools

- **Test Management:** JIRA
- **Automation:** Selenium
- **Performance Testing:** JMeter

9. Risks and Mitigations

- **Risk:** Delays in development could impact testing schedules.
    - **Mitigation:** Maintain clear communication between development and testing teams.
- **Risk:** Resource constraints during peak testing periods.
    - **Mitigation:** Plan and allocate resources effectively; consider cross-training team members.

10. Approvals

- Test Plan Prepared by: Rajesh C S
- Reviewed by:
- Approved by: