**Test Plan for www.vwo.com**

**1. Introduction** This test plan outlines the testing approach for www.vwo.com to ensure its functionality, usability, performance, and security.

**2. Objectives**

* Verify core functionalities such as A/B testing, heatmaps, session recordings, and personalization.
* Ensure a seamless user experience across different devices and browsers.
* Identify and fix security vulnerabilities.
* Test website performance under various loads.
* Validate integrations with third-party tools and analytics.

**3. Scope**

* Functional Testing
* Usability Testing
* Compatibility Testing
* Performance Testing
* Security Testing
* Integration Testing

**4. Test Environment**

* Browsers: Chrome, Firefox, Edge, Safari
* Devices: Desktop, Mobile, Tablet
* Operating Systems: Windows, macOS, Android, iOS
* Network conditions: 3G, 4G, Wi-Fi, broadband

**5. Test Strategy**

**5.1 Functional Testing**

* Verify login/logout functionality.
* Test A/B test creation and execution.
* Validate heatmap generation.
* Check session recordings.
* Ensure proper personalization of content.
* Test goals and funnels setup.
* Verify the integration with Google Analytics and other third-party tools.

**5.2 Usability Testing**

* Evaluate UI/UX consistency.
* Check accessibility compliance (WCAG 2.1).
* Assess user journey for ease of use.

**5.3 Compatibility Testing**

* Cross-browser testing.
* Responsive design testing on different devices and resolutions.

**5.4 Performance Testing**

* Load testing to check website response under heavy traffic.
* Stress testing to determine breaking points.
* Speed testing to ensure optimal load times.

**5.5 Security Testing**

* Check for SQL injection, XSS, and CSRF vulnerabilities.
* Validate user authentication and authorization.
* Conduct penetration testing to identify security gaps.

**5.6 Integration Testing**

* Ensure smooth integration with third-party services.
* Validate API responses and data consistency.

**6. Test Execution Schedule**

* **Phase 1:** Functional and Usability Testing
* **Phase 2:** Compatibility and Performance Testing
* **Phase 3:** Security and Integration Testing
* **Phase 4:** Bug Fixing and Regression Testing

**7. Test Deliverables**

* Test cases and test scripts.
* Test execution reports.
* Defect reports with severity and priority.
* Final test summary report.

**8. Entry & Exit Criteria**

* Entry: Test environment setup, test cases reviewed, data availability.
* Exit: All critical issues resolved, successful execution of test cases.

**9. Risks & Mitigation**

* **Risk:** Browser compatibility issues **Mitigation:** Regular testing on different browsers
* **Risk:** Performance degradation under heavy load **Mitigation:** Optimize resources and conduct load testing
* **Risk:** Security vulnerabilities **Mitigation:** Regular security audits and fixes

**10. Conclusion** This test plan ensures www.vwo.com meets the required quality standards by identifying and resolving issues before deployment, improving user experience and reliability.