Test Plan – App.vwo.com (A/B Testing Web Application)

# 1. Objective

This document outlines the test plan for the AB Testing platform – App.vwo.com. The objective is to ensure all features and functionalities work as expected for the target users including digital marketers, product managers, and developers who utilize the platform for A/B testing on web and mobile websites.

# 2. Scope

Features to be Tested:

- User authentication (Login, Logout, Password Reset)

- Dashboard functionality

- Experiment creation (A/B Testing, Split Testing, Multivariate Testing)

- Goal tracking and analytics

- Integration with third-party tools (Google Analytics, Segment, etc.)

- User role and permissions management

- Performance and responsiveness across devices

- Security and data privacy compliance

Types of Testing:

- Manual Testing

- Automated Testing

- Performance Testing

- Accessibility Testing

Test Environments:

- Browsers: Chrome, Firefox, Edge, Safari

- OS: Windows, macOS, Linux

- Devices: Desktops, Laptops, Tablets, Smartphones

Evaluation Criteria:

- Number of defects found

- Time taken to complete testing

- User satisfaction ratings

Team Roles and Responsibilities:

- Test Lead: Define strategy, oversee execution

- Testers: Execute test cases, report bugs

- Developers: Fix reported issues

- Product Managers: Provide feature requirements

- Stakeholders: Review reports

# 3. Inclusions

- High-level testing of core application features

- UX validation and functional testing

- Identifying and fixing bugs prior to release

- Ensuring system reliability and responsiveness

# 4. Exclusions

- Backend API testing (handled separately)

- Full testing of external third-party tools

- Admin/internal configurations not exposed to end users

# 5. Test Environments

Operating Systems: Windows 10 & 11, macOS Monterey and later, Ubuntu Linux

Browsers: Chrome, Firefox, Edge, Safari (latest versions)

Devices: Desktop, Laptop, Tablets, Smartphones (iOS & Android)

Network: Wi-Fi, Wired, 4G/5G

Security: HTTPS, MFA, session/permission control

# 6. Defect Reporting Procedure

Criteria: Functional deviation, UI/UX inconsistencies, performance, security

Steps: Document with screenshots/logs, assign severity, log in JIRA, assign, retest

Metrics: Total defects, average resolution time, % resolved

# 7. Test Strategy

Test Case Design: Equivalence Partitioning, BVA, Decision Tables, State Transition, Use Case

Additional: Error Guessing, Exploratory Testing

Test Execution: Smoke, Functional, Performance, Security, Regression Testing

Best Practices: Context-driven, Shift-left, End-to-End Flow

# 8. Test Schedule

# 9. Test Deliverables

- Test Plan Document

- Test Scenarios & Test Cases

- Defect Reports

- Test Summary Report

# 10. Entry and Exit Criteria

Entry: Requirements document received, Test environment ready, Test cases approved

Exit: All cases executed, defects logged/retested, Summary completed

# 11. Tools

# 12. Risks and Mitigation

# 13. Approvals

Documents: Test Plan, Test Cases, Defects, Summary Report

Approval From: QA Manager, Product Manager, Development Team

# 8. Test Schedule

|  |  |
| --- | --- |
| Task | Duration |
| Test Plan Creation | 3 Days |
| Test Case Creation | 5 Days |
| Test Execution | 10 Days |
| Defect Fixing & Retest | 5 Days |
| Test Summary Report | 2 Days |

# 11. Tools

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| --- | --- |
| Purpose | Tool Used |
| Bug Tracking | JIRA |
| Test Design | Excel, Mind Maps |
| Screenshot Capture | Snipping Tool |
| Automation | Selenium / Cypress |
| Performance Testing | JMeter |

# 12. Risks and Mitigation

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| --- | --- |
| Risk | Mitigation Strategy |
| Resource unavailability | Assign backup testers |
| App URL inaccessible | Setup alternate test environment |
| Short deadlines | Prioritize critical features |