Test Strategy for app.vwo.com

Objective

This document outlines the test strategy for **app.vwo.com**, an A/B testing platform that helps optimize websites for conversions. The objective is to ensure all features function as expected, providing a seamless experience for users who rely on the platform for website optimization.

Scope

Testing will cover the following key modules:
- ☐ Login Page
- ☐ Forgot Password
- ☐ Dashboard Page
- ☐ Create Account Page
- ☐ A/B Testing Campaign

Focus Areas

- ☐ Functional Correctness – Validate end-to-end workflows.
- ☐ UI/Navigation – Ensure intuitive and consistent UI.
- ☐ Performance – Load, stress, and scalability testing.
- ☐ Security – Vulnerability assessment, encryption checks.
- ☐ Compatibility – Cross-browser, device, and OS testing.
- ☐ Usability – Ease of use, accessibility compliance.

Approach

Testing Type	Techniques & Tools
Functional Testing	Black-box & White-box testing, Selenium (Web), Appium (Mobile)
Exploratory Testing	Manual testing for key user journeys
Performance Testing	JMeter (1000+ concurrent users)
Security Testing	OWASP Top 10 vulnerability scans, encryption validation
Compatibility Testing	Cross-browser (Chrome, Firefox, IE), devices, OS checks
Usability Testing	Feedback from 10+ end-users

Deliverables

- ☐ Functional test cases & execution reports
- ☐ Performance test scripts & benchmark results
- ☐ Security vulnerabilities report (OWASP compliance)
- ☐ User Acceptance Testing (UAT) feedback report
- ☐ Test coverage & defect tracking reports
- ☐ Automation regression suite (Selenium/Appium)

Team & Schedule

- ☐ Team Size: 5 members (Test Lead, 2 Automation Engineers, 1 Manual Tester, 1 Performance/Security Tester)
- ☐ Timeline: 4 months

Month	Testing Phase
April	Functional & Security Testing
May	Load & Performance Testing
June	Compatibility Testing & UAT
July	Regression Testing & Final Sign-off

Entry & Exit Criteria

Entry Criteria:

- ☐ User stories meet "Ready for Testing" criteria.
- ☐ Test environment is stable and accessible.
- ☐ Test data and automation scripts are prepared.

Exit Criteria:

- ☐ All test cases executed with ≥ 95% pass rate.
- ☐ No critical defects (P0/P1) open.
- ☐ UAT sign-off received from stakeholders.

Risks & Mitigation

Risk	Mitigation Plan
Delay in test environment availability	Early coordination with DevOps team
Lack of access to payment systems	Mock APIs/stubs for integration testing
Complex workflows requiring more time	Adjust schedule or allocate additional resources

Approval: _____
QA Lead: _____
Product Owner: _____
DevOps: _____
Date: _____