**Test Plan for app.vwo.com**

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**1. Overview**

**1.1. Purpose**

The purpose of this document is to define:

* The test scope, focus areas, and objectives
* The test responsibilities
* The test strategy for the levels and types of test for this release
* The entry and exit criteria
* The basis of the test estimates
* Any risks, issues, assumptions, and test dependencies
* The test schedule and major milestones
* The test deliverables

**1.2. Scope**

This document details the testing that will be performed for **app.vwo.com**. It defines the overall testing requirements and provides an integrated view of the project test activities. Its purpose is to document:

* What will be tested
* How testing will be performed
* What resources are needed, and when

**2. Testing Summary**

**2.1. Scope of Testing**

**2.1.1. In Scope**

* Functional testing of the VWO platform, including A/B testing, heatmaps, and personalization features
* UI/UX testing across different screen resolutions and browsers
* API testing for backend integrations
* Regression testing to ensure stability of existing features
* Performance testing for high-traffic scenarios

**2.1.2. Out of Scope**

* User-generated content validation
* Third-party service testing beyond API integrations

**3. Analysis of Scope and Test Focus Areas**

**3.1. Release Content**

* Enhancements to VWO’s experiment tracking and analytics dashboard
* Bug fixes related to session tracking

**3.2. Regression Testing**

* Cross-browser functionality
* Compatibility with previous stable releases
* Core functionalities like campaign creation, report generation, and targeting

**3.3. Platform Testing**

* Desktop: Windows, macOS
* Browsers: Chrome, Firefox, Safari, Edge
* Mobile: Android, iOS (responsive testing)

**4. Progression Test Objectives**

| **Ref** | **Function** | **Test Objective** | **Evaluation Criteria** | **X-Ref** | **Priority** |
| --- | --- | --- | --- | --- | --- |
| 1 | Campaign Creation | Verify users can create A/B tests | Ensure proper form validation and execution | Requirements Doc | High |

**5. Regression Test Objectives**

| **Ref** | **Function** | **Test Objective** | **Evaluation Criteria** | **X-Ref** | **Priority** |
| --- | --- | --- | --- | --- | --- |
| 1 | Heatmaps | Verify rendering of heatmaps in different browsers | Heatmaps display correct click/scroll data | Previous Regression Suite | High |

**6. Other Testing**

**6.1. Security**

* Authentication and authorization checks
* Data encryption verification

**6.2. Stress & Volume Testing (S&V)**

* Load testing with 100K+ concurrent users

**6.3. Connectivity Testing (CT)**

* Testing integrations with third-party analytics tools (GA, Mixpanel)

**6.4. Disaster Recovery/Back Up**

* Validate system restores correctly from backups

**6.5. Unit Testing**

* Developers to conduct unit testing before code merge

**6.6. Integration Testing**

* API testing between VWO and external services

**7. Test Strategy**

**7.1. Test Level Responsibility**

| **Test Level** | **External Party** | **Proj Team** | **Business** |
| --- | --- | --- | --- |
| Unit Testing |  | P |  |
| Integration Testing |  | P |  |
| User Acceptance Testing |  | S | P |

**7.2. Test Type & Approach**

* Functional Testing: Verify core features
* Performance Testing: Measure load time under stress

**8. Test Environment Plan**

**8.1. Test Environment Management**

* Define required hardware and software

**8.2. Test Environment Details**

* Testers need access to staging and production mirrors

**9. Assumptions and Dependencies**

**9.1. Assumptions**

* Test data will be available prior to execution

**9.2. Dependencies**

* API endpoints must be stable before integration testing

**10. Entry and Exit Criteria**

* Entry: Code freeze, test data ready
* Exit: No critical defects, UAT approval

**11. Administrative Plan**

**11.1. Approvals**

| **Task** | **Responsible Person** |
| --- | --- |
| UAT Signoff | Product Owner |

**11.2. Test Milestones and Schedule**

| **Milestone** | **Planned End Date** |
| --- | --- |
| Regression Testing | MM/DD/YYYY |

**11.3. Training**

| **Training Requirement** | **Staff** |
| --- | --- |
| Test Automation | QA Team |

**11.4. Defect Management**

* All defects tracked in Jira

**12. Definitions**

| **Term/Acronym** | **Definition** |
| --- | --- |
| UAT | User Acceptance Testing |

**13. References**

* Requirement Document v1.0

1. **Points of Contact**

| **Name** | **Title/Organisation** | **Email** |
| --- | --- | --- |
| John Doe | QA Lead | [john@example.com](mailto:john@example.com) |