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

This document outlines the test plan for app.vwo.com, a platform that enables A/B Testing for external websites. The objective is to ensure that all core and advanced features work seamlessly across devices, browsers, and user roles.

**2. Scope**

**Features to be tested:**

* Login Page
* Dashboard Page
* Create Account Page
* A/B Testing Campaign Creation & Execution

**Types of testing:**

* Manual Testing
* Automation Testing
* Performance Testing
* Security Testing
* Accessibility Testing

**Environments:**

* Browsers: Chrome, Firefox, Edge
* OS: Windows 10/11, macOS, Ubuntu
* Devices: Desktop, Laptop, Mobile

**Evaluation criteria:**

* Defects identified and resolved
* Performance benchmarks met
* Accessibility compliance
* Stakeholder satisfaction

**Team roles:**

* Test Lead
* Test Engineers
* Automation Engineers
* Developers
* Product Owner

**3. Inclusions**

* Full functional and regression testing
* UI/UX validation against approved designs
* Automation testing for core workflows
* Exploratory and negative testing

**4. Exclusions**

* 3rd party integration systems
* Backend infrastructure-level testing
* Mobile app testing (outside of mobile browser views)

**5. Assumptions and Dependencies**

* Test environments are stable and configured
* Requirements are frozen before test execution
* Dev team delivers build with unit test completion

**6. Test Environments**

* **OS:** Windows 10/11, macOS Ventura, Ubuntu 22.04
* **Browsers:** Chrome (latest), Firefox, Edge
* **Devices:** Desktops, Laptops, iPads, Mobile Phones
* **Network:** 4G, 5G, Wi-Fi
* **Security Protocols:** SSL, 2FA, token-based auth
* **Permissions:** Admin, Read-only, Editor roles

**7. Test Data Management**

* Use anonymized production-like data
* Generate synthetic data for campaign tests
* Ensure repeatable and clean test environments

**8. Traceability Matrix Strategy**

A traceability matrix will be maintained for all requirements linking:  
 Requirement ID ↔ Test Scenario ↔ Test Case ↔ Bug ID

**9. Defect Reporting Procedure**

* **Criteria:** Deviation from expected behaviour, UI/UX inconsistency, performance issues
* **Tools:** JIRA
* **Triage:** Based on severity/priority matrix
* **SLA:**

|  |  |  |
| --- | --- | --- |
| **Severity** | **Response Time** | **Resolution Time** |
| Critical | 2 hours | 24 hours |
| Major | 8 hours | 3 days |
| Minor | 24 hours | 5 days |

* **Aging Policy:** Escalate defects > 7 days unresolved

**10. Test Strategy**

**Test Design Techniques:**

* Equivalence Partitioning
* Boundary Value Analysis
* Use Case & State Transition Testing
* Exploratory & Error Guessing

**Testing Procedure:**

* Smoke Testing on each build
* Functional and Regression Testing
* End-to-End Flow Testing (e.g., campaign creation to result tracking)
* Accessibility Testing (WCAG 2.1 AA)
* Security Testing: Auth, roles, session management

**Automation Testing:**

* Tools: Cypress for UI, Postman for APIs
* Scope: Login, Campaign Workflow, Dashboard Stats
* CI/CD Integration: GitHub Actions

**Performance Testing:**

* Tool: JMeter or k6
* Metrics: Response time, concurrent users, error rates

**Accessibility Testing:**

* Tools: axe, Lighthouse, NVDA
* Scope: Screen-reader usability, colour contrast, keyboard nav

**11. Test Schedule**

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| --- | --- | --- | --- |
| **Task** | **Duration** | **Owner** | **Dates** |
| Test Plan Finalization | 2 Days | Test Lead | May 3–4, 2025 |
| Test Case Development | 5 Days | QA Team | May 5–9, 2025 |
| Test Execution | 7 Days | QA Team | May 10–17, 2025 |
| Bug Fix & Retesting | 3 Days | QA + Dev | May 18–20, 2025 |
| Summary Report & Closure | 2 Days | Test Lead | May 21–22, 2025 |

**12. Test Deliverables**

* Final Test Plan
* Test Case Document
* Traceability Matrix
* Daily Execution Report
* Defect Log (JIRA)
* Final Test Summary Report

**13. Entry & Exit Criteria**

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| --- | --- | --- |
| **Phase** | **Entry Criteria** | **Exit Criteria** |
| Requirement Analysis | BRD/SRS received, clarified | Test scenarios defined |
| Test Execution | Approved test cases, stable build | All major test cases executed |
| Test Closure | Test reports ready, major defects closed | Final summary shared; approvals received |

**14. Communication Plan**

* Daily sync meetings (Slack)
* Weekly progress report with KPIs
* Final sign-off with stakeholders (QA, Dev, Product)

**15. Tools**

* Test Management: Google Sheets / TestRail
* Defect Tracking: JIRA
* Automation: Cypress, Postman
* Performance: JMeter, k6
* Mind Mapping: XMind
* Documentation: MS Word, Excel, Confluence
* Screen Capture: LightShot, Snagit

**16. Risks and Mitigation**

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| --- | --- |
| **Risk** | **Mitigation Strategy** |
| Resource Unavailability | Backup allocation & cross-training |
| Build Unavailability | Early coordination with DevOps |
| Last-minute Requirement Change | Daily alignment with Product Team |
| Browser Compatibility Issues | Use of BrowserStack & early parallel test |

**17. Approvals**

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| --- | --- | --- |
| **Phase** | **Owner** | **Approval Required By** |
| Test Plan | Test Plan | QA Manager |
| Test Execution | QA Team | Product Owner |
| Test Closure | Test Lead | QA + Product Heads |