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

**Prepared by:** Tejashwini Kavalagi

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**1. Objective**

This document outlines the test plan for **app.vwo.com**, a web application that helps users conduct A/B testing on their websites to optimize conversions. The objective is to ensure that all features and functionalities work as expected, providing a seamless and reliable platform for users to improve their website performance.

**Success Criteria:**

- All major features deliver accurate data insights for A/B tests.
- Performance benchmarks are met (e.g., response time <2 seconds, 95% uptime).
- User experience is aligned with expected flows.

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**2. Scope**

The scope of this test plan includes:

- **Features to be Tested:**
    - Login Page
    - Dashboard Page
    - Create Account Page
    - A/B Testing Campaign Module
- **Types of Testing:**
    - Manual Testing
    - Automated Testing
    - Performance Testing
    - Accessibility Testing
- **Environments:**
    - Different browsers (Chrome, Firefox, Edge, Safari), operating systems (Windows, macOS, Linux), and device types (Desktop, Mobile, Tablet).
- **Evaluation Criteria:**
    - Number of defects found
    - Time taken to complete testing
    - User satisfaction ratings (based on feedback)
- **Team Roles and Responsibilities:**
    - Test Lead: Manages testing activities and team.
    - Testers: Execute test cases and report defects.
    - Developers: Fix defects and assist with test environments.
    - Product Owner: Provides feature clarifications.

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**3. Inclusions**

- **Introduction:** Overview of the test plan, including purpose, scope, and goals.
- **Test Objectives:**
    - Identify defects and inconsistencies in functionality and UI.
    - Ensure user experience aligns with expected flows.

- Validate A/B Testing campaign functionality.
- Ensure performance, accessibility, and security standards are met.

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**4. Exclusions**

- **Out of Scope:**
  - Backend infrastructure testing (covered under DevOps team).
  - Full testing of non-A/B Testing-related modules (like Heatmaps, Funnels).
  - Third-party integrations not critical to the core user flows.

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**5. Test Environments**

| Component | Details |
|---|---|
| **Operating Systems** | Windows 10/11, macOS, Ubuntu Linux |
| **Browsers** | Chrome (latest and N-1), Firefox (latest and N-1), Edge (latest and N-1), Safari (latest 2 versions) |
| **Devices** | Desktops, Laptops, Tablets, Smartphones (iOS/Android) |
| **Network Connectivity** | Wi-Fi, Cellular (4G/5G), Wired |
| **Hardware Requirements** | Min 4-core CPU, 8GB RAM, 512MB GPU |
| **Security Protocols** | OAuth, SSO (if applicable), TLS/SSL |
| **Access Permissions** | Testers (Test Accounts), Developers (Admin), Stakeholders (Read-only) |

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**6. Defect Reporting Procedure**

| Activity | Details |
|---|---|
| **Criteria for Identifying Defects** | Deviation from requirements, user experience issues, technical errors |
| **Steps for Reporting Defects** | Use JIRA template, attach screenshots, logs, and detailed reproduction steps. |

| Activity | Details |
|---|---|
| **Triage and Prioritization** | Severity & priority (Critical, High, Medium, Low) assigned and tracked in JIRA |
| **Tracking Tools** | JIRA (Bug Tracking Tool) |
| **Roles and Responsibilities** | Testers (log defects), Developers (fix defects), Test Lead (verify and close defects) |
| **Communication Channels** | Daily stand-ups, Slack/MS Teams, Email |
| **Metrics** | Defect density, Average resolution time, % Defects fixed |

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**7. Test Strategy**

**Step 1: Test Scenarios and Test Cases Creation**

- **Techniques Used:**
    - Equivalence Class Partitioning
    - Boundary Value Analysis
    - Decision Table Testing
    - State Transition Testing
    - Use Case Testing
- **Additional Methods:**
    - Error Guessing
    - Exploratory Testing

**Step 2: Testing Procedure**

| Testing Type | Details |
|---|---|
| **Smoke Testing** | Validate critical workflows like Login, Dashboard access, Campaign creation. |
| **In-depth Testing** | Full execution of test cases after stable build passes smoke tests. |
| **Multiple Environments** | Test across all supported browsers, OS, and devices. |
| **Defect Reporting** | Log bugs in JIRA and send daily defect status updates. |
| **Other Testing Types** | Regression Testing, Retesting, Usability Testing, Functionality & UI Testing |

**Step 3: Best Practices**

- **Context-Driven Testing:** Tailor test cases to application needs.
- **Shift-Left Testing:** Start testing earlier in the SDLC.
- **Exploratory Testing:** Conduct in parallel with planned tests.
- **End-to-End Testing:** Simulate user workflows from start to finish.

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**8. Test Schedule**

| Task | Duration | Dates |
|---|---|---|
| Test Plan Preparation | 2 days | [Start Date] – [End Date] |
| Test Case Design | 4 days | [Start Date] – [End Date] |
| Test Environment Setup | 2 days | [Start Date] – [End Date] |
| Test Execution | 7 days | [Start Date] – [End Date] |
| Defect Retesting | 3 days | [Start Date] – [End Date] |
| Test Closure & Reporting | 2 days | [Start Date] – [End Date] |

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**9. Test Deliverables**

- Test Cases & Checklists
- Traceability Matrix (Requirement → Test Case Mapping)
- Defect Reports
- Test Execution Reports
- Test Summary Report
- Lessons Learned Document (Retrospective)

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**10. Entry and Exit Criteria**

| Phase | Entry Criteria | Exit Criteria |
|---|---|---|
| **Requirement Analysis** | Requirements Document received | Requirements understood and clarified |
| **Test Execution** | Signed-off Test Cases, Stable build available | Test case reports, Defect reports ready |

| Phase | Entry Criteria | Exit Criteria |
|---|---|---|
| **Test Closure** | Test case reports, Defect reports available | Test Summary Report submitted, Sign-off received |

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**11. Tools**

| Tool | Purpose |
|---|---|
| **JIRA** | Defect Tracking |
| **TestRail** | Test Case Management |
| **Selenium** | UI Automation |
| **REST Assured** | API Automation |
| **JMeter** | Performance Testing |
| **Axe** | Accessibility Testing |

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**12. Risks and Mitigations**

| Risk | Impact | Mitigation |
|---|---|---|
| **Third-party integration issues** | High | Mock APIs, retries in test scripts |
| **Environment instability** | Medium | Parallel testing environments |
| **Limited testing time** | High | Prioritize critical workflows |

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**13. Approvals**

| Document | Approval Required By |
|---|---|
| Test Plan | Client / Stakeholders |
| Test Scenarios & Test Cases | Product Owner / QA Lead |
| Test Summary Report | QA Lead / Project Manager |

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