

QA Assignment Report: Segwise Dashboard Testing

Candidate: Tharun D (Manual QA intern role)

Date: August 30, 2025

1.Functional Testing Results

Issues and UX Inconsistencies Identified

1. Dashboard Responsive Layout Issues (Severity: High)

- **Issue:** Dashboard layout breaks on tablet and mobile viewports with charts overlapping text elements
- **Impact:** Poor mobile experience severely limits user adoption and productivity on mobile devices
- **Recommendation:** Implement responsive design breakpoints and mobile-optimized chart rendering
- **Location:** Main dashboard when viewed on mobile/tablet devices
- **Category:** UI/Layout

2. Navigation Menu Keyboard Accessibility (Severity: Medium)

- **Issue:** Navigation items lack proper focus indicators and comprehensive keyboard navigation support
- **Impact:** Accessibility compliance issues and poor experience for keyboard-only users
- **Recommendation:** Add visible focus indicators and implement full keyboard navigation with ARIA labels
- **Location:** Main navigation menu across all pages
- **Category:** Accessibility

3. Creative Analytics Sorting Functionality (Severity: Medium)

- **Issue:** Column sorting in creative analytics tables doesn't provide visual feedback for current sort direction
- **Impact:** Users cannot determine current sort order, leading to potential data misinterpretation
- **Recommendation:** Add visual sort indicators (arrows) and clear active column highlighting
- **Location:** Creative Analytics section tables
- **Category:** Functionality

4. Filter Date Picker UX Inconsistency (Severity: Low)

- **Issue:** Date picker interfaces are inconsistent - some areas use dropdown menus while others use calendar widgets
- **Impact:** User confusion about date selection methods across different sections of the platform
- **Recommendation:** Standardize on a single date picker component across the entire application
- **Location:** Various filter sections throughout the dashboard
- **Category:** User Experience

5. Settings Page Save Confirmation Missing (Severity: Low)

- **Issue:** No confirmation message or visual feedback when saving AI tag settings or other configuration changes
- **Impact:** Users remain unsure if their changes were saved, potentially causing repeated save attempts
- **Recommendation:** Implement success/error toast notifications and visual save state indicators
- **Location:** Settings > AI Tags and other configuration pages
- **Category:** User Experience

Positive Observations

- Clean, professional interface design with consistent color scheme
- Logical information architecture and navigation structure
- Fast page loading times and responsive server responses
- Comprehensive feature set appropriate for user acquisition analytics
- Well-organized settings and configuration options

Issue	Severity	Category	Location	Description	Impact	Recommendation
Dashboard Responsive Layout Issues	High	UI/Layout	Main dashboard on mobile/tablet devices	Dashboard layout breaks on tablet and mobile viewports with charts overlapping text elements	Poor mobile experience limits user adoption and productivity	Implement responsive design breakpoints and mobile-optimized chart rendering
Navigation Menu Keyboard Accessibility	Medium	Accessibility	Main navigation menu	Navigation items lack proper focus indicators and keyboard navigation support	Accessibility compliance issues and poor experience for keyboard users	Add visible focus indicators and full keyboard navigation with ARIA labels
Creative Analytics Sorting Functionality	Medium	Functionality	Creative Analytics tables	Column sorting does not provide visual feedback for sort direction	Users cannot determine current sort order, risking data misinterpretation	Add visual sort indicators (arrows) and active column highlighting
Filter Date Picker UX Inconsistency	Low	User Experience	Filters section across dashboard	Date picker interfaces inconsistent (dropdown vs calendar widgets)	User confusion about date selection across platform	Standardize date picker component across the application
Settings Page Save Confirmation Missing	Low	User Experience	Settings > AI Tags	No confirmation message or visual feedback when saving settings	Users unsure if changes were saved, may cause repeated attempts	Implement success/error toast notifications and visual save indicators

2.Suggested Test Cases

- Test Case 1: Attempt to log in to the dashboard using the provided valid credentials and verify that the user is able to access the main dashboard without errors.
- Test Case 2: Attempt to log in with incorrect credentials and verify that an appropriate error message is displayed and access to the dashboard is denied.
- Test Case 3: Change the browser window size to simulate mobile and tablet devices, then check that the dashboard layout remains intact, with charts and text not overlapping or breaking.
- Test Case 4: Use only the keyboard (Tab, Shift+Tab, Enter) to navigate through the main navigation menu and verify there are visible focus indicators and all menu actions are accessible.
- Test Case 5: In the Creative Analytics table, sort columns and verify that a visual indicator (such as an arrow) is shown for the sorted column, and that the data order changes appropriately.
- Test Case 6: Open all date filters across different dashboard modules and verify that the style and behaviour of the date picker are consistent (e.g., all use a calendar or all use a dropdown).
- Test Case 7: Change a user setting (such as adding a custom AI tag) and click save, then verify that a confirmation message or toast appears, indicating the changes were successfully saved.
- Test Case 8: After logging in, verify that key dashboard metrics such as "Cost Per Install", "D1 ROAS", and "D7 ROAS" are visible and displaying data.
- Test Case 9: Click on each navigation link or menu item in the sidebar/top menu and verify that it leads to the correct section/page without errors.
- Test Case 10: On all dashboard pages that display charts, verify that the charts render correctly, are visible without distortion, and respond to user interactions. (e.g., tooltip or drill-down on click if available).

Test Case ID	Test Case Description	Feature Area	Priority	Notes
TC01	Verify login with valid credentials	Core Dashboard	P1	Ensure login succeeds and dashboard loads
TC02	Verify login failure with invalid credentials	Core Dashboard	P1	Validate error messages and no dashboard access
TC03	Verify dashboard layout is responsive on mobile and tablet	UI/Layout	P1	Test charts and text don't overlap; keyboard navigation usable
TC04	Validate keyboard accessibility on main navigation menu	Accessibility	P2	Tab navigation and focus indicators presence
TC05	Verify correct sorting and visual indicator in creative analytics tables	Functionality	P2	Sorting arrows and clear active column highlight
TC06	Validate uniform behavior of date picker controls	User Experience	P3	Consistency across filters (dropdown vs calendar)
TC07	Verify save confirmation messages appear on settings page	User Experience	P3	Toast notifications or visual save state indicators
TC08	Verify presence and correctness of key dashboard metrics	Dashboard Metrics	P1	Cost Per Install, D1 ROAS, D7 ROAS
TC09	Verify navigation links route to correct sections	Navigation	P2	Links are accessible and work correctly
TC10	Validate chart rendering and interactivity	Visual Elements	P2	Charts display properly and respond to interactions

3.Regression Testing Checklist

A comprehensive 22-item regression testing checklist has been developed, organized by functional areas:

Core Dashboard Testing (4 test cases)

- **P1:** Login functionality with valid/invalid credentials
- **P1:** Dashboard loads and displays navigation elements correctly
- **P1:** Key UI components render properly (headers, menus, content areas)
- **P2:** User session management and logout functionality

Filters & Boards Testing (4 test cases)

- **P1:** Date range filter functionality across all dashboard sections
- **P1:** Board creation, editing, and deletion workflows
- **P2:** Filter combinations work correctly and maintain state
- **P2:** Saved filter sets persist and load properly

Creative Analytics Testing (4 test cases)

- **P1:** Creative analytics section loads and displays available data
- **P1:** Table sorting and filtering functionality works correctly
- **P2:** Chart rendering and interactivity functions properly
- **P2:** Drill-down and detail view navigation works

Custom Reports Testing (4 test cases)

- **P1:** Report creation workflow functions end-to-end
- **P2:** Report customization options work as expected
- **P3:** Report sharing functionality (if available)
- **P1:** Report data export and download capabilities

AI Tags & Settings Testing (3 test cases)

- **P2:** AI tag configuration interface functions properly
- **P3:** Custom tag creation and modification workflows
- **P2:** Settings changes save and persist correctly

Integration & Data Testing (3 test cases)

- **P1:** Ad network integration status displays accurately
- **P1:** Data refresh and synchronization functions work
- **P2:** API endpoints respond appropriately to requests

Priority Distribution:

- **P1 (Critical):** 11 test cases - Core functionality that must work
- **P2 (High):** 9 test cases - Important features for user experience
- **P3 (Medium):** 2 test cases - Nice-to-have functionality

Automation Feasibility: 15 test cases suitable for full automation, 6 partially automatable

Category	Test Case	Priority	Test Type	Automation Feasible
Core Dashboard	Login functionality with valid credentials	P1	Functional	Yes
Core Dashboard	Dashboard loads with correct metrics (CPI, D1 ROAS, D7 ROAS)	P1	Functional	Yes
Core Dashboard	Navigation between different sections works	P1	Functional	Yes
Core Dashboard	User profile and logout functionality	P2	Functional	Yes
Filters & Boards	Date range filters apply correctly to data	P1	Functional	Yes
Filters & Boards	Board creation and editing functionality	P1	Functional	Partial
Filters & Boards	Filter combinations work as expected	P2	Functional	Yes
Filters & Boards	Saved filter sets load properly	P2	Functional	Yes
Creative Analytics	Creative tagging displays correctly	P1	UI/Data	Yes
Creative Analytics	Creative performance metrics are accurate	P1	Data	Partial
Creative Analytics	Charts and graphs render properly	P2	UI	Yes

Creative Analytics	Drill-down functionality works	P2	Functional	Yes
Custom Reports	Report creation and customization	P1	Functional	Partial
Custom Reports	Report sharing and export functions	P2	Functional	Yes
Custom Reports	Scheduled report generation	P3	System	No
Custom Reports	Report data accuracy and formatting	P1	Data	Partial
AI Tags & Settings	AI tag settings can be modified	P2	Functional	Yes
AI Tags & Settings	Custom tag creation works	P3	Functional	Partial
AI Tags & Settings	Tag-to-performance correlation displays	P2	Integration	Partial
Integration & Data	Ad network integration status	P1	Integration	Yes
Integration & Data	Data sync and refresh functionality	P1	System	Yes
Integration & Data	API endpoints respond correctly	P2	API	Yes

4. Recommendations for Improvement

Immediate Actions (High Priority)

1. Fix Mobile Responsiveness

- Implement proper responsive breakpoints for tablet/mobile views
- Ensure charts and tables adapt appropriately to smaller screens
- Test across multiple device sizes and orientations

2. Enhance Accessibility

- Add proper focus indicators for keyboard navigation
- Implement ARIA labels and semantic markup
- Ensure color contrast meets WCAG 2.1 AA standards

Medium-Term Improvements (Medium Priority)

1. Standardize User Experience

- Implement consistent date picker components across all sections
- Add visual feedback for sorting and filtering operations
- Provide clear save confirmation messages throughout settings

2. Expand Test Coverage

- Implement automated accessibility testing
- Add cross-browser compatibility validation
- Include performance testing for various data loads

Long-Term Enhancements (Future Consideration)

1. Advanced User Experience Features

- Add keyboard shortcuts for power users
- Implement customizable dashboard layouts
- Provide contextual help and onboarding

2. Testing Infrastructure Evolution

- Continuous integration testing pipeline
- Automated visual regression testing
- User behavior analytics for UX optimization