

Test Plan for app.vwo.com

1. Objective

This document outlines the test plan for app.vwo.com, a SaaS platform for A/B testing websites and applications. The goal is to ensure the application provides accurate test results, a stable user experience, and supports stakeholders in optimizing website conversions.

Success Criteria:

- Critical features meet functional and non-functional requirements.
 - No Critical (Sev1) or Major (Sev2) defects in production.
 - Performance SLA: Response time < 2 seconds (95% of time).
 - Uptime: 99.9%.
-

2. Scope

In Scope:

- Login Page
- Dashboard Page
- Create Account Page
- A/B Testing Campaign Management
- Integration with Google Analytics, GTM, and third-party services
- Real-time reporting and analytics

Out of Scope:

- Backend database optimization
 - Heatmaps, Funnels, Personalization Modules
 - Infrastructure/hosting validation (handled by DevOps)
-

3. Inclusions

- Major workflows: user registration, login/logout, project creation, variant setup, campaign creation, activation, analysis.
 - Test objectives: identify defects, validate UX, ensure accurate analytics and reporting, meet performance benchmarks.
-

4. Exclusions

- Heatmap/Recordings/Surveys modules.
 - Third-party tool reliability (only integration behavior is in scope).
-

5. Test Environments

Component	Details
Operating Systems	Windows 10/11, macOS (latest), Ubuntu
Browsers	Chrome, Firefox, Edge, Safari (latest & N-1)
Devices	Desktop, Laptop, Android and iOS Mobile Phones
Network Types	Wi-Fi, 4G/5G, LAN
Tools/Access	BrowserStack for cross-browser/device testing
Data	Test user accounts, mock websites, test campaign data

6. Defect Reporting Procedure

- Tool: JIRA
 - Reporting: Title, Steps to Reproduce, Expected vs Actual Results, Screenshots/Logs
 - Severity Levels:
 - Sev1: System crash, blocker
 - Sev2: Major functionality broken
 - Sev3: Minor issue or UI bug
 - Sev4: Cosmetic/Trivial
 - SLAs:
 - Sev1: 1h response / 8h resolution
 - Sev2: 4h response / 24h resolution
 - Communication: Slack + Daily QA Sync + Email Updates
-

7. Test Strategy

Step 1: Test Design

- Techniques: Equivalence Partitioning, Boundary Value Analysis, Use Case, State Transition
- Methods: Exploratory Testing, Error Guessing

Step 2: Execution

- Smoke Testing on each build
- Functional, UI, Regression, Usability Testing

- Parallel execution on cross-browser matrix

Step 3: Automation

- Selenium + TestNG for UI
- REST Assured for API
- Allure for reporting

Step 4: Non-functional Testing

- Performance: JMeter (load testing for 1000 users)
- Security: SQL Injection, Session Management, Token Expiry
- Accessibility: WCAG 2.1 validation using Axe

Step 5: End-to-End Flow Simulation

8. Test Schedule

Task	Start Date	End Date	Owner
Test Plan Finalization	May 12	May 13	Test Lead
Test Case Design	May 14	May 18	QA Team
Environment Setup	May 14	May 15	QA Lead
Test Execution	May 19	May 30	QA Team
Defect Triage & Retesting	May 21	May 31	QA + Dev Team
Closure & Summary	June 1	June 3	Test Lead

9. Test Deliverables

- Approved Test Plan
 - Test Scenarios and Test Cases (Excel/TestRail)
 - Execution Summary Reports
 - Defect Logs (JIRA)
 - Traceability Matrix (Req → Test → Defect)
 - Final Test Summary Report
 - Lessons Learned Document
-

10. Entry & Exit Criteria

Phase	Entry	Exit
Requirement Analysis	Signed-off BRD, Access to Figma, Stakeholder Q&A complete	Requirements logged, clarified, reviewed

Phase	Entry	Exit
Test Case Design	Requirements & designs available	Review complete, test cases uploaded to TestRail
Execution	Approved test cases, stable build	95% pass rate, no Sev1 or Sev2 open defects
Closure	All defects verified, reports created	Sign-off received, lessons documented

11. Tools

Tool	Purpose
JIRA	Defect Management
TestRail / Excel	Test Case Management
Selenium + TestNG	UI Automation
REST Assured	API Testing
JMeter	Load Testing
Axe, Lighthouse	Accessibility
Snipping Tool, Lightshot	Screenshot Capture
BrowserStack	Cross-device Testing

12. Risks and Mitigations

Risk	Impact	Mitigation
Unstable build delivery	High	Escalate via daily QA sync
3rd-party API downtime	Medium	Use stubs/mocks where possible
Short testing window	High	Prioritize critical flows
Resource unavailability	Medium	Backup allocation

13. Approvals

Name	Role	Approval Date	Signature
Pramod Dutta	Test Lead	2025-05-12	TBD
Client Stakeholder	Product Owner	TBD	TBD

14. Test Data Management

- Dynamic user accounts for signup/login flows
- Pre-created campaigns for regression
- Dummy websites for test setup

- Secure management of auth tokens and credentials
-

15. Traceability Matrix

A full matrix mapping requirements to test cases and defects will be provided in TestRail or Excel format. This ensures 100% coverage.

16. Compliance and Standards

- Follows ISTQB-aligned practices
- Accessibility: WCAG 2.1 AA
- Security: OWASP Top 10 coverage (applicable cases)
- Quality Model: ISO/IEC 25010 attributes (Functionality, Reliability, Usability, Efficiency)