**Test Plan for VWO.com**

**1. Project Overview**

VWO.com is a web-based platform providing A/B testing and experimentation tools for optimizing website performance and user engagement. This test plan focuses on verifying the A/B testing engine, login functionality, dashboard interaction, and account creation flow.

**2. Objectives**

* Ensure robust and accurate A/B test setup and execution.
* Validate seamless user login and account creation.
* Verify dashboard elements and test insights visibility.
* Detect and document usability and functional issues.

**3. Scope**

**✅ In Scope:**

* A/B Testing: Test creation, variation editing, targeting, result analysis.
* User Login and Signup.
* Dashboard metrics and reports display.

**❌ Out of Scope:**

* Performance testing of backend servers.
* Non-production integrations and third-party analytics.

**4. Test Strategy**

| **Test Type** | **Description** |
| --- | --- |
| Functional | Verify correct functioning of test features and user flows |
| UI/UX | Check layout, accessibility, and user experience |
| Regression | Ensure existing features remain stable after updates |
| Compatibility | Browser and device compatibility testing |
| Integration | Check analytics and CRM integration |
| Security | Validate login, session management, and data protection |

**5. Test Environment**

* **Browsers**: Chrome, Firefox, Safari, Edge
* **Devices**: Desktop, Tablet, Mobile
* **Test Tools**: Postman, JIRA, TestRail, BrowserStack

**6. Test Scenarios**

**🔑 Login**

| **ID** | **Scenario** |
| --- | --- |
| TC\_LOGIN\_01 | Login with valid credentials |
| TC\_LOGIN\_02 | Login with invalid credentials |
| TC\_LOGIN\_03 | Forgot password flow |
| TC\_LOGIN\_04 | Session timeout and logout |

**🧾 Create Account**

| **ID** | **Scenario** |
| --- | --- |
| TC\_SIGNUP\_01 | Sign up with valid information |
| TC\_SIGNUP\_02 | Email format and password validations |
| TC\_SIGNUP\_03 | Duplicate email signup attempt |
| TC\_SIGNUP\_04 | Redirect after successful registration |

**📊 Dashboard**

| **ID** | **Scenario** |
| --- | --- |
| TC\_DASH\_01 | View active campaigns |
| TC\_DASH\_02 | Filter/sort tests |
| TC\_DASH\_03 | View campaign metrics and goals |
| TC\_DASH\_04 | Access test details from dashboard |

**🧪 A/B Testing**

| **ID** | **Scenario** |
| --- | --- |
| TC\_AB\_01 | Create a new A/B test campaign |
| TC\_AB\_02 | Add and edit multiple variations |
| TC\_AB\_03 | Define and validate targeting rules |
| TC\_AB\_04 | Schedule and launch campaign |
| TC\_AB\_05 | View real-time reports and goal tracking |
| TC\_AB\_06 | Pause and resume test |
| TC\_AB\_07 | Clone and archive campaigns |

**7. Schedule**

| **Phase** | **Duration** |
| --- | --- |
| Requirement Review | 2 Days |
| Test Planning | 1 Day |
| Test Case Design | 3 Days |
| Environment Setup | 1 Day |
| Test Execution | 5 Days |
| Reporting & Closure | 1 Day |

**8. Entry and Exit Criteria**

**✅ Entry Criteria:**

* Functional specifications available
* Test environment ready
* Test cases reviewed and approved

**🛑 Exit Criteria:**

* All critical test cases executed
* No Severity 1 or 2 defects open
* Test summary and sign-off completed

**9. Roles and Responsibilities**

| **Role** | **Responsibility** |
| --- | --- |
| QA Lead | Test planning, coordination |
| Manual Testers | Test execution and defect reporting |
| Developers | Fix issues and assist during testing |
| Product Manager | Validate business expectations |

**10. Risks and Mitigation**

| **Risk** | **Mitigation** |
| --- | --- |
| API instability | Use mock services for isolated testing |
| New feature changes | Align with dev on early design updates |
| Browser rendering issues | Use BrowserStack for cross-browser testing |

**11. Tools and References**

* 🔗 [VWO Official Site](https://vwo.com/)
* 📘 VWO Help Docs
* 🛠️ Tools: TestRail, Postman, Chrome DevTools, JIRA