Test Plan for email sending service

Scenarios to cover:

1. Send time and receiving time.
2. Send frequency.
3. All fields:

* Subject line, From line, Email body, To/CC/BCC.

1. Email signature
2. Receiving email(s) intact with texts, images(s), attachment(s).
3. How email looks in different email clients & mobile devices.
4. Ensuring personalization is set up correctly.
5. Analyzing email performance for optimization.
6. Server-side testing.
7. Testing all setting features.
8. All functionalities related to: Spam, Trash, all mail, Drafts, manage labels, Categories, sent, chats, Schedules, etc.
9. Emails can be shifted back and forth between various folders.

Testing attachments and images in the email:

1. Attachment(s) can be sent, received, previewed, & downloaded.
2. Test file size requirements.
3. Preview file format: The ability to preview attachments in pdf, HTML, or plain text.
4. Testing functionalities: with tools such as URLvoid for errors/threats before sending/receiving.
5. Testing attachment(s) in different clients. Example: Litmus is a great tool to view them in different email clients.
6. Attachment names/titles are received/downloaded intactly.

How to test templating:

1. Can filters be set up automatically? so that it sends a specific template as a reply when certain email(s) are received / Can you send templates automatically?
2. Ensuring changes/edits in an email’s template take place only in that email (Not affecting the default template). Also, ensuring it’s received with all the changes reflected.
3. Custom templates can be imported, used, sent, received as it is, & are delete-able.
4. Email templates can be created from ‘settings ‘or any other similar feature. They should also be savable, usable, received, and can be deleted.
5. Testing all UI functionalities in the ‘Create template’ feature.

How can this process be automated?

It can only be automated in the sense of sending emails at specific times/ As a result of clients’ actions such as:

1. Order confirmations.
2. Shipping confirmations.
3. Abandoned cart notifications.
4. New subscribers’ welcome email, etc.

Usually email apps have pre-made automated campaign workflows that are sequences of emails strung together.

Nevertheless, there exists some popular email automation tools on the market such as:

1. Omnisend
2. ConvertKit
3. Hub spot email marketing
4. Constant contract. And many more