

# Test Plan Document

**1. Test Plan ID:** TP-VWO-002

**2. Project Name:** VWO A/B Testing Platform Testing

**3. Test Objective:**

- Ensure the functionality, usability, security, and performance of the VWO platform, primarily focusing on A/B testing campaign creation and management.

**4. Scope:**

- Validate the creation and management of A/B testing campaigns.
- Verify audience targeting functionality.
- Test variation creation and goal tracking.
- Ensure accurate result analysis and reporting.
- Validate seamless user experience across different devices and browsers.
- Check UI elements, responsiveness, and accessibility.
- Ensure security and data integrity.

**5. Test Approach:**

- Manual and automated testing.
- Black-box and grey-box testing methodologies.

**6. Test Environment:**

- Browsers: Chrome, Firefox, Edge, Safari
- Devices: Desktop, Mobile, Tablet
- OS: Windows, macOS, Android, iOS

**7. Functional Test Scenarios:**

- Verify A/B test campaign creation process.
- Validate audience segmentation and targeting.
- Ensure correct implementation of variations.
- Verify goal tracking and event triggering.
- Check real-time data collection and reporting.
- Test experiment pausing, editing, and deletion.
- Validate scheduling and traffic allocation.
- Ensure proper integration with third-party analytics tools.
- Check role-based access control and permissions.

**8. Non-Functional Test Scenarios:**

- Performance testing under high traffic.
- Security testing (XSS, SQL Injection, authentication bypass).
- Usability testing for seamless navigation.

- Compatibility testing across different devices and browsers.
- Load and stress testing for campaign execution.

#### **9. Test Deliverables:**

- Test Cases
- Test Execution Report
- Defect Report

#### **10. Entry Criteria:**

- Application is deployed.
- Required test data and accounts are available.

#### **11. Exit Criteria:**

- All critical test cases executed.
- No high-priority defects remain open.
- Accurate test results verified.

#### **12. Risks & Mitigation:**

- **Risk:** Delayed deployment  
**Mitigation:** Adjust test schedule accordingly.
- **Risk:** Data inconsistency in reporting  
**Mitigation:** Validate data accuracy against raw logs.
- **Risk:** Performance degradation under heavy load  
**Mitigation:** Optimize test execution and monitor system behavior.

#### **13. Assumptions & Dependencies:**

- Stable internet connection.
- Access to test credentials and admin permissions.

#### **14. Approval:**

- Test Lead: [Name]
- QA Manager: [Name]