

Comprehensive Test Plan for app.vwo.com

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Application Under Test: <https://app.vwo.com>

Version: 2.0 (Final)

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1. Objective

This document outlines the comprehensive test plan for the A/B Testing platform app.vwo.com. The objective is to ensure complete coverage of functional and non-functional requirements for core modules such as Login, Dashboard, Account Creation, and A/B Campaign Management. This plan is intended for all stakeholders involved in ensuring quality delivery and an optimized user experience.

2. Scope

Features to be Tested:

- Login Page
- Dashboard
- Create Account
- A/B Testing Campaigns

Types of Testing:

- Functional (Manual + Automated)
- Performance
- Accessibility
- Compatibility
- Security
- Regression

Environments:

- Browsers: Chrome, Firefox, Edge (latest two versions)
- OS: Windows 10/11, macOS, Linux
- Devices: Desktop, Tablet, Mobile

Evaluation Metrics:

- Defect density
- Test execution rate
- Regression defect leakage
- Conversion metric accuracy

3. Inclusions

- Full functional workflows testing
- UI and UX validations
- Conversion funnel behavior
- Campaign analytics integrity
- Performance benchmarking for load and response times
- WCAG 2.1 AA accessibility compliance

4. Exclusions

- Native mobile app (if available)
- Third-party analytics integrations
- API security beyond basic OAuth flows

5. Test Environments

OS: Windows 10/11, macOS Ventura, Ubuntu 20+

Browsers: Chrome, Firefox, Edge

Devices: Desktop, Laptop, Tablet, Smartphone

Network: Wired, Wi-Fi, 4G

Permissions: Admin, Analyst, Viewer

Security: HTTPS, token-based auth

6. Defect Reporting Procedure

Criteria: UI mismatches, functional deviations, performance bottlenecks

Tools: JIRA

Reporting Template: Title, Severity, Steps, Actual vs Expected, Screenshots

Triage: Daily stand-up review

Roles: Tester (report), Dev (resolve), Lead (review)

Metrics: Avg. TAT, Fix Rate %, Open vs Closed defects

7. Test Strategy

Test Design Techniques: BVA, ECP, Decision Table, State Transition, Use Case, Error Guessing

Test Levels: Smoke → Sanity → Functional → Regression → End-to-End

Automation Scope: Smoke, Regression, Cross-browser

Accessibility Tools: Axe, Lighthouse

Performance Tools: JMeter

Security Testing: Basic auth + input sanitization

Best Practices: Shift-left testing, Exploratory sessions weekly

8. Test Schedule

Activity | Start | End

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Test Plan Review | [Date] | [Date]

Test Case Design | [Date] | [Date]

Automation Dev | [Date] | [Date]

Test Execution | [Date] | [Date]

Defect Re-testing | [Date] | [Date]

Final Sign-off | [Date] | [Date]

9. Test Deliverables

- Reviewed Test Plan
- Test Cases with Traceability
- Automation Scripts
- Daily Status Reports
- Final Test Summary Report
- Lessons Learned Document

10. Entry and Exit Criteria

Requirement Analysis:

Entry: Finalized Requirements

Exit: Sign-off on clarity

Test Execution:

Entry: Approved test cases, Stable build

Exit: All priority test cases executed, No Critical/High open defects

Test Closure:

Entry: All deliverables prepared

Exit: Final sign-off from QA and Product Owner

11. Tools

- JIRA (Defect tracking)

- Selenium + Java + TestNG (Automation)
- Postman (API validation)
- JMeter (Performance)
- Axe/Lighthouse (Accessibility)
- Excel/Word (Documentation)
- GitHub (Code repo)
- Jenkins (CI pipeline)

12. Risks and Mitigations

Risk | Mitigation

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Build not ready | Escalate to Dev Lead

Test env downtime | Have backup

Resource crunch | Cross-training, Resource pool

Requirement changes | Weekly requirement review call

13. Test Data Management

- Dynamic and Static datasets
- Use of seed data scripts
- Data masking for PII
- Daily DB refresh for staging
- Pre-login, Post-login datasets documented

14. Test Coverage Matrix

Maintain a matrix mapping Requirements/User Stories ↔ Test Scenarios ↔ Test Cases ↔ Automation Scripts for full traceability and coverage.

15. Test Metrics and KPIs

- Test Case Execution %

- Defect Density
- Defect Leakage
- Automation Coverage %
- Average Resolution Time
- User Story to Test Case Coverage Ratio

16. CI/CD and Automation Integration

- Daily execution of automated suites on Jenkins
- Integration with GitHub Actions for pull request validations
- Smoke suite gatekeeper to stage deployment

17. Approvals

Document | Owner | Status

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Test Plan | Bhagya Lakshmi (QA Lead) | Approved

Test Cases | QA Team | Approved

Reports | Product Owner | [Pending/Approved]