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Objective

In this document of the Test Plan for the VWO application, A/B test anything & measure its impact everywhere

Import and aggregate all metrics you care about and measure how they get impacted by your experiments.

Track both leading and lagging indicators for your experiment's impact

Keep an eye on guardrail metrics to stop bad experiments early on

- React 18.2.0
- jQuery 2.1.1
- JavaScript
- Database Postgres SQL
- Web Server (Apache suggested)
- Nginx

Scope

The features and functionality of VWO.com that will be tested, such as the user interface, checkout process, search functionality, and mobile compatibility.

The types of testing that will be performed, such as manual testing, automated testing, performance testing, and accessibility testing.

The environments in which testing will be conducted, such as different browsers, operating systems, and device types.

The criteria that will be used to evaluate the success of the testing, such as the number of defects found, the time taken to complete the testing, and user satisfaction ratings.

The roles and responsibilities of the team members involved in the testing, such as the test lead, testers, and developers.

The schedule and milestones for the testing, including the start and end dates, and the planned testing activities.

The tools and equipment that will be used for testing, such as testing software, hardware, and documentation templates.



SIGN IN TO VWO PLATFORM

Email address

Password

[Forgot Password?](#)

Remember me

Sign in

[Sign in using SSO](#)

Don't have an account? [Start a free trial](#)

Inclusions

Introduction: This section would provide an overview of the test plan, including its purpose, scope, and goals.

Test Objectives: This section would outline the specific objectives of the testing, such as identifying and fixing defects, improving the user experience, or achieving a certain level of performance.

- **Login**
- **Dashboard Page**
- Create new Campaign
- Editor
- Run on a Website

The screenshot shows the VWO dashboard interface. On the left, there's a sidebar with navigation links like Dashboard, Testing, Insights, Personalize, Deploy, Data360, Plan, and Configurations. The main area has a "Goals" section with a chart showing Conversion Rate from 0.0% to 1.0% over a week. Below it is a "Funnels" section with a message: "No funnels setup. Track conversion journeys and identify drop-off through funnels." A "VWO Chrome Extension" button is visible at the top right.

The screenshot shows the VWO A/B Tests landing page. It features a header with "A/B Tests" and a sub-instruction: "Test multiple variations of your landing page and find which one converts the best". Below this are three main sections: "Easy-to-use Editor" (with an icon of a mobile screen), "Cross-platform testing" (with an icon of three devices), and "Powered by SmartStats" (with an icon of a bar chart). At the bottom, there are two buttons: "Create an A/B Test" and "View Sample Report".

A screenshot of a web-based A/B testing platform. At the top left is a circular icon with 'A' and 'B' in red and white. To its right, the text 'Campaign 4' is displayed in bold, with a small edit icon next to it. Below this, the text 'New A/B Test Campaign' is shown.

Define the goals that you want to track

The interface shows a single goal entry under 'Goal 1'. The 'Goal Type' dropdown is set to 'Tracks engagement'. At the bottom right, there is a blue button labeled '+ Add another goal'.

A screenshot of the campaign summary header. It features the same circular 'A/B' icon, the text 'Campaign 4' in bold, and the subtext 'New A/B Test Campaign'.

Define the page URL, select hypothesis and the visitor segment

This section includes fields for entering the 'Enter URL of the page you want to test' (with a placeholder 'https://') and a 'Select hypothesis' dropdown menu. A 'Simple' mode button is selected, while 'Advanced' mode is available as an option.

Test Environments

The **operating systems** and versions that will be used for testing, such as Windows 10, macOS, or Linux.

The **browsers and versions** that will be tested, such as Google Chrome, Mozilla Firefox, or Microsoft Edge.

The **device types and screen sizes** that will be used for testing, such as desktop computers, laptops, tablets, and smartphones.

The **network connectivity and bandwidth** that will be available for testing, such as Wi-Fi, cellular, or wired connections.

The hardware and software requirements for running the test cases, such as a specific processor, memory, or storage capacity.

The **security protocols and authentication methods** that will be used to access the test environment, such as passwords, tokens, or certificates.

The **access permissions and roles** of the team members who will be using the test environment, such as testers, developers, or stakeholders.

Name	Env url
QA	qa.vwo.com
Pre Prod	preprod.vwo.com
UAT	uat.vwo.com
Prod	app.vwo.com

Windows 10 – Chrome, Firefox and Edge

- Mac OS – Safari Browser
- Android Mobile OS – Chrome
- iPhone Mobile OS - Safari

Defect Reporting Procedure

The criteria for identifying a defect, such as deviation from the requirements, user experience issues, or technical errors.

The **steps for reporting a defect**, such as using a designated template, providing detailed reproduction steps, and attaching screenshots or logs.

The **process for triaging and prioritizing defects**, such as assigning severity and priority levels, and assigning them to the appropriate team members for investigation and resolution.

The **tools and systems** that will be used for tracking and managing defects, such as a defect tracking software or a project management tool.

The **roles and responsibilities of the team members** involved in the defect reporting process, such as testers, developers, and the test lead.

The **communication channels** and frequencies for updating stakeholders on the progress and status of defects.

The metrics and metrics that will be used to measure the effectiveness of the defect reporting process, such as the number of defects found, the time taken to resolve them, and the percentage of defects that were successfully fixed.

Defect Process	POC
New Frontend	Devesh
Backend	Sonal
Dev Ops	Prajeeth

Tools - JIRA

Test Strategy

The first step is to create test scenarios and test cases for the various features in Scope.

While developing test cases, we'll use a number of test design techniques.

- o Equivalence Class Partition
- o **Boundary Value Analysis**
- o Decision Table Testing
- o State Transition Testing
- o Use Case Testing

We also use our expertise in creating Test Cases by applying the below:

- o Error Guessing
- o Exploratory Testing
- We prioritize the Test Cases

Step 2: Our testing procedure when we receive a request for testing:

- First, we'll conduct smoke testing to see if the various and important functionalities of the application are working.
- We reject the build, if the Smoke Testing fails and will wait for the stable build before performing in depth testing of the application functionalities.

- Once we receive a stable build, which passes Smoke Testing, we perform in depth testing using the Test Cases created.

- Multiple Test Resources will be testing the same Application on Multiple Supported Environments simultaneously.

We then report the bugs in bug tracking tool and send dev. management the defect found on that day in a status end of the day email.

As part of the Testing, we will perform the below types of Testing:

- Smoke Testing and Sanity Testing
- Regression Testing and Retesting
- Usability Testing, Functionality & UI Testing
- We repeat Test Cycles until we get the quality product.

Step3 – We will follow the below best practices to make our Testing better:

- Context Driven Testing** – We will be performing Testing as per the context of the given application.
- Shift Left Testing** – We will start testing from the beginning stages of the development itself, instead of waiting for the stable build.
- Exploratory Testing** – Using our expertise we will perform Exploratory Testing, apart from the normal execution of the Test cases.
- End to End Flow Testing** – We will test the end-to-end scenario which involve multiple functionalities to simulate the end user flows.

Test Schedule

Following is the test schedule planned for the project –
Task Time Duration

Task	Dates
▪ Creating Test Plan	
▪ Test Case Creation	
▪ Test Case Execution	
▪ Summary Reports Submission Date	

2 Sprints to Test the Application

Test Deliverables.

The following are to be delivered to the client:

Deliverables	Description	Target Completion Date
Test Plan	Details on the scope of the Project, test strategy, test schedule, resource requirements, test deliverables and schedule	Date
Functional Test Cases	Test Cases created for the scope defined	Date
Defect Reports	Detailed description of the defects identified along with screenshots and steps to reproduce on a daily basis.	NA
Summary Reports	Summary Reports – Bugs by Bug#, Bugs by Functional Area and Bugs by Priority	Date

Entry and Exit Criteria

The below are the entry and exit criteria for every phase of Software Testing Life Cycle:

Requirement Analysis

Entry Criteria:

- Once the testing team receives the Requirements Documents or details about the Project

Exit Criteria:

- List of Requirements are explored and understood by the Testing team
- Doubts are cleared

Test Execution

Entry Criteria:

- Test Scenarios and Test Cases Documents are signed-off by the Client
- Application is ready for Testing

Exit Criteria:

- Test Case Reports, Defect Reports are ready

Test Closure

Entry Criteria:

- Test Case Reports, Defect Reports are ready

Exit Criteria:

- Test Summary Reports

Tools

The following are the list of Tools we will be using in this Project:

- JIRA Bug Tracking Tool
- Mind map Tool
- Snipping Screenshot Tool
- Word and Excel documents

Risks and Mitigations

The following are the list of risks possible and the ways to mitigate them:

Risk: Non-Availability of a Resource

Mitigation: Backup Resource Planning

Risk: Build URL is not working

Mitigation: Resources will work on other tasks

Risk: Less time for Testing

Mitigation: Ramp up the resources based on the Client needs dynamically

Approvals

Team will send different types of documents for Client Approval like below:

- Test Plan
- Test Scenarios
- Test Cases
- Reports

Testing will only continue to the next steps once these approvals are done